

Winning At B2B Search: CDW Shares Best Practices For PPC Success

Alan Rimm-Kaufman, PhD
Rimm-Kaufman Group

Anne Vargo
CDW Corporation



Agenda

- About us
- Paid search @ CDW
- Best practices for B2B paid search

About us

RKG



About RKG

- Search marketing agency
 - Paid search
 - Comparison shopping engines
 - Web effectiveness consulting
- Founded 2003
- Charlottesville, Virginia
- 32 employees, 80 clients



About CDW

Reseller of IT products and services

- Businesses and Public Sector
- U.S. and Canada

FORTUNE 500 (342); \$6.8B in revenue in 2006

Founded in 1984; 5600 coworkers

HQ in north suburbs of Chicago



About CDW

1 to 1 relationships w/account managers
team of technology specialists and
same day shipping

- Catalogs, direct mail
- Trade shows
- TV, magazines, newspapers
- Online advertising
- Paid search, SEO, CSEs



RKG



CDW.com

- Internet Retailer Top 10 U.S. Retail Site (No. 8)
- Online sales
 - \$1.98B 2006; 29.7% of revenue; up 12% YoY
 - \$550.8M 1Q07 32% of revenue; up 10% YoY
- ~85K visitors per day
- 100K SKUs and detailed product information
- Suite of online account management tools





CDW

Mac Warehouse

Brands Hardware Software Networking Accessories Services [Product Finders](#)

800.750.4239

RESOURCES

- My Purchases
- Order Status
- My Company
- My Solutions
- My Account
- Account Team
- New Accounts
- Rebates
- Special Events
- CDW Outlet
- Technical Support
- Request Catalog
- eNewsletters
- Research Center

- CDWG.COM
- HEALTHCARE
- CDW CANADA

- CAREERS AT CDW
- INVESTOR RELATIONS



CDW RACING

Custom Configuration

Tailor-made technology to your door.

- Desktop customizations to complex enterprise configurations
- Built to your exact specifications by our industry-qualified technicians
- Quick turnaround time and three-step quality control process ensures fast, accurate deployment

► Why CDW

► CDW@work

► Technology Services



Lenovo ThinkPad X41
With FREE X4 Ultrabase docking station.

Only \$1129⁹⁹

Sony VAIO C291
With FREE 1GB USB MicroVault flash drive.

Only \$1399⁹⁹

Panasonic Toughbook Y5
With Verizon EV-DO Wireless Broadband—save on activation!

Only \$2699^{99*}

Account Log On

Enter User Name

[Forgot User Name?](#)

Forgot Password?

[Log On](#)☐ Keep me logged on all day. [i](#)☐ Remember my User Name.**Need an account?**It's quick and easy to [sign up](#).

Also Consider:



- **Microsoft Office 2007**
Standard Edition



- **Lexmark E250D Laser Printer**
Only \$199.99!



- **Wenger SwissGear COMET Case**
Only \$69.99

[CDW SmartBuys](#)

Newsroom Headlines

05.09.07

CDW's Average Daily Sales Increase 22.8 Perce...

05.08.07

Noteworthy

Vista Tracking Poll Results

View the findings from our second

Technology Update

Server Optimization

Find out how to reduce costs,

Site Tools

Notebook Finder

Pinpoint the best mobile solution for your needs in a few

PPC @ CDW

RKG



CDW. IT products and services for business. - Mozilla Firefox

File Edit View History del.icio.us Bookmarks Tools Help

http://www.cdw.com/default.aspx

cdw.com

Home | About Us | Customer Support | View Cart | Log On

CDW Mac Warehouse

Brands Hardware Software Networking Accessories Services Product Finders 800.750.4239

RESOURCES

- My Purchases
- Order Status
- My Company
- My Solutions
- My Account
- Account Team
- New Accounts
- Rebates
- Special Events
- CDW Outlet
- Technical Support
- Request Catalog
- eNewsletters
- Research Center

CDWG.COM

HEALTHCARE

CDW CANADA

CAREERS AT CDW

INVESTOR RELATIONS

CDW RACING

Custom Configuration
Tailor-made technology to your door.

- Desktop customizations to complex enterprise configurations
- Built to your exact specifications by our industry-qualified technicians
- Quick turnaround time and three-step quality control process ensures fast, accurate deployment

Why CDW **CDW@work** **Technology Services**

Account Log On

Enter User Name
Forgot User Name?

Forgot Password? Log On

☐ Keep me logged on all day.

☐ Remember my User Name.

Need an account?
It's quick and easy to [sign up](#).

Also Consider:

- Microsoft Office 2007 Standard Edition**
- Lexmark E250D Laser Printer**
Only \$199.99!
- Wenger SwissGear COMET Case**
Only \$69.99

CDW SmartBuys

Newsroom Headlines

05.09.07
CDW's Average Daily Sales Increase 22.8 Perce...

05.08.07

Noteworthy

Vista Tracking Poll Results
View the findings from our second

Technology Update

Server Optimization
Find out how to reduce costs,

Site Tools

Notebook Finder
Pinpoint the best mobile solution for your needs in a few

3 challenges

- Targeting business buyers
- Handling high frequency purchasers
- Growing program

Challenge 1: Targeting businesses



New
Leno

**Purchasing
agent buying
for business**



RKG



New
Leno

**Consumer
buying for
home**



Targeting B2B buyers

- Extensive keyword lists
- Business focused terms and copy
- “Long tail” phrases
- Brand vs. non-brand phrases
- Post-sale feedback loops

gigabit switch - Google Search - Mozilla Firefox

File Edit View History del.icio.us Bookmarks Tools Help

http://www.google.com/search?q=gigabit+switch+&ie=utf-8&oe=utf-8&aq=t&rls=o gigabit switch

Web Images Video News Maps Gmail more rimmkaufman@gmail.com | My Notebooks | Web History | My Account | Sign out

Google gigabit switch Search Advanced Search Preferences


New! View and manage your web history

Web Products Personalized Results 1 - 10 of about 2,640,000 for **gigabit switch** . (0.23 seconds)

Ethernet Switch Sponsored Links
www.Dell.com/SmallBusiness Find 24-48 Port Switches. Get Quick & Easy Fast-Ethernet Network Setup!

Gigabit Switch Sponsored Links
CDW.com Business networking products & more 100,000+ brand-name IT products.

Product search results for gigabit switch

 [Linksys 8-Port Workgroup Gigabit Switch #EG008W](#) - \$79.99 - PROVANTAGE
[5-Port TEG-S50TXE 10/100/1000 Mbps Copper Gigabit Switch](#) - \$29.99 - Dell
[GSM7224 24PORT Layer 2 Managed Gigabit Switch](#) - \$775.98 - Zones

See **gigabit switch** results available through Google Checkout

GS608 - NETGEAR.com
GS608 - 8 Port **Gigabit** Desktop Switch. ... NETGEAR's GS608 8-port **Gigabit** Ethernet Switch connects your network with the dual advantages of performance and ...
www.netgear.com/Products/Switches/DesktopSwitches/GS608.aspx - 36k -
Cached - Similar pages - Note this

EXTREME Overclocking - Linksys EG008W Gigabit 8-Port Workgroup ...
Linksys has broken that barrier with both an 8 and 5 port **gigabit switch** that comes in well under \$200! I'm not just talking about a single **gigabit** port ...
www.extremeoverclocking.com/reviews/networking/Linksys_EG008W_1.html - 39k -
Cached - Similar pages - Note this

Gigabit 10/100/1000 Autosensing Switches, 1000Mbps Cooper Gigabit ...
U.S. Robotics 24-Port **Gigabit** Switch upgrades your network to next generation Ethernet. ...
HP - J4898A - ProCurve 2708 8-Port **Gigabit** Network Switch ...
www.tigerdirect.com/applications/Category/category_slc.asp?Nav=%7Ccc:16%7C%7Ccc:201%7C%7Ccc:596%7C - 103k -

SAN Switches from Brocade
50% off SAN switches from Brocade, Including Warranty & Service Plan!
Shop.Brocade.com

N-Tron 9000 Series
Industrial Ethernet **Gigabit** Switch
Modular **Gigabit** Switch from N-Tron
www.n-tron.com

Ethernet Network Switches
Get scalable, managed & unmanaged switches at affordable prices
www.Milan.com

Gigabit Switches
Over 25 different switching systems for a wide variety of industries.
www.cytec-ate.com

Low price Media Converter
Free shipping on Media Converters, Ethernet Switches, Network Switches
www.cyberxlink.com

D-Link Gigabit Switch
DGS-2208 1000Mbps Unmanaged Switch
\$29.99 - Free Delivery - Free Shipping

Mic... 5 Wi... [alan-o... iStock... iStock... Windo... 4 Fire... Untitle... 2 Mic... SQLyo... Micros...

Large term lists

**Test 5 to 10 keywords per SKU, yielding
1 to 2 active terms per SKU**

with relevant focused copy and URLs

Example:

5000 SKUs; 40,000 terms tested; 10,000 active



(Large terms lists, done poorly)

Lazy appends (“buy X”, “X online”)

Overly long terms

Terms with no traffic

Generic landing pages

Generic copy

Poor adgrouping

Stale products



CDW breadth

175,157 URLs

466,044 phrases tested

85,664 phrases currently “active”
(1+ click in last 90 days)

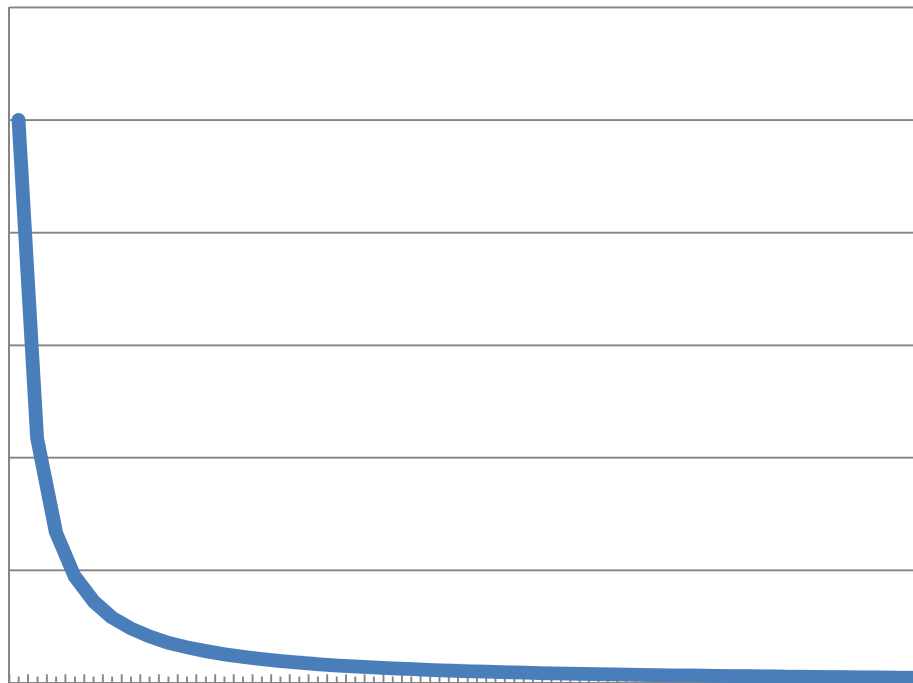
Entire list refreshed every 30 days

Phrases tested per URL: 2.6

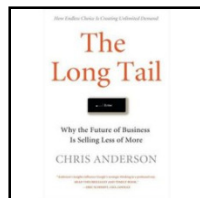
Active phrases per phrase tested: 18%



The Long Tail



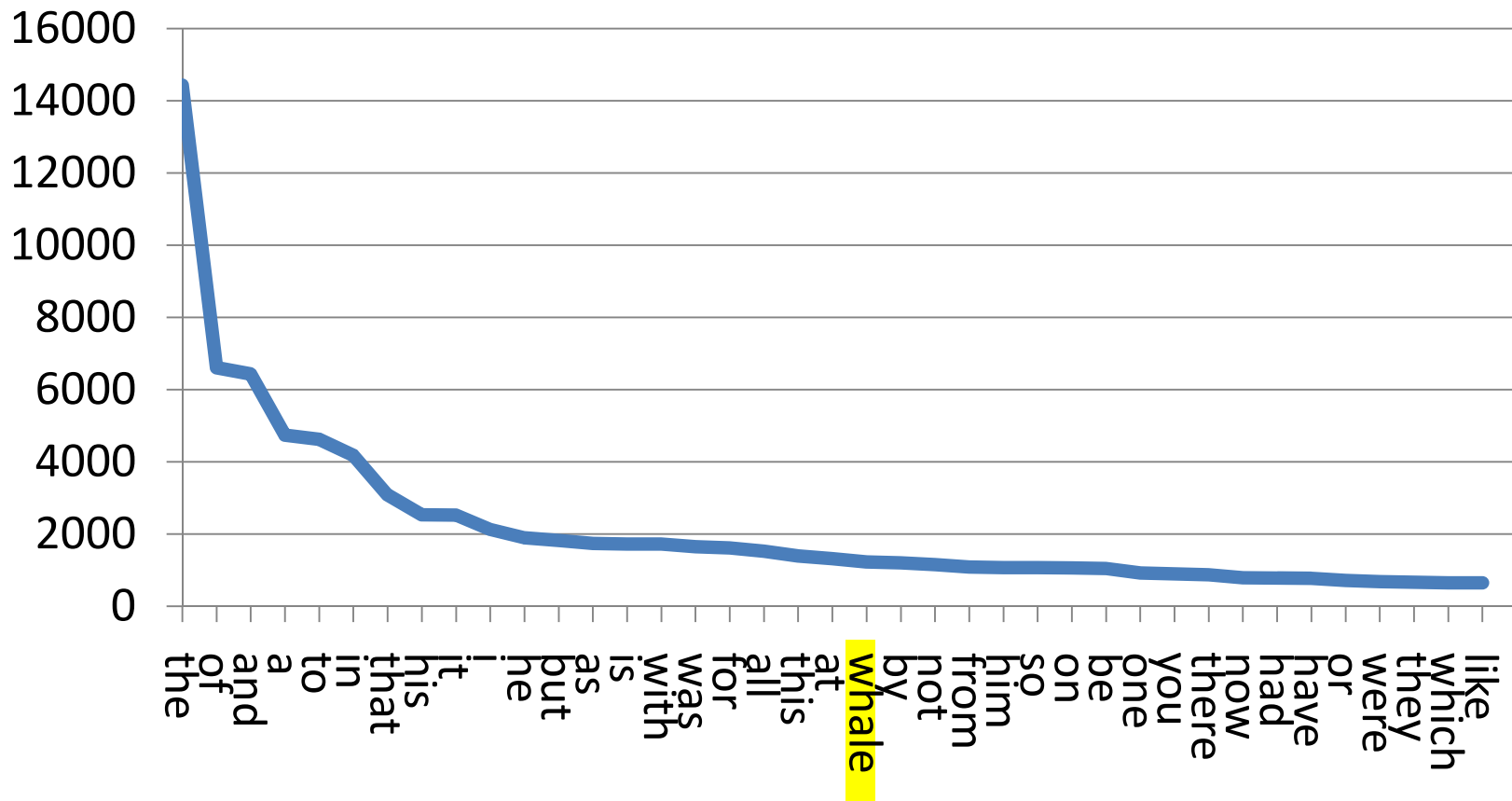
RKG



The Long Tail
Chris Anderson
Hyperion, 2006



Moby Dick



The long tail of PPC

For one national retailer

Keywords 1-10

64% of clicks

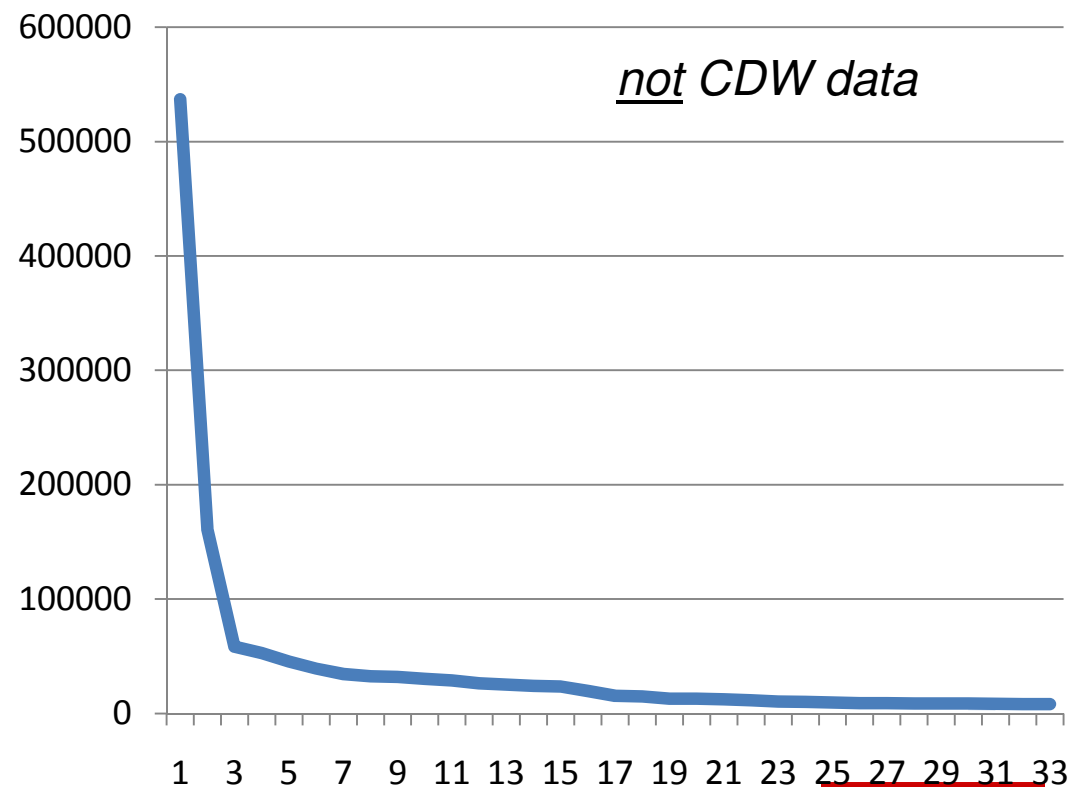
Keywords 11-40

27% of clicks

Keywords 41-45000

9% of clicks

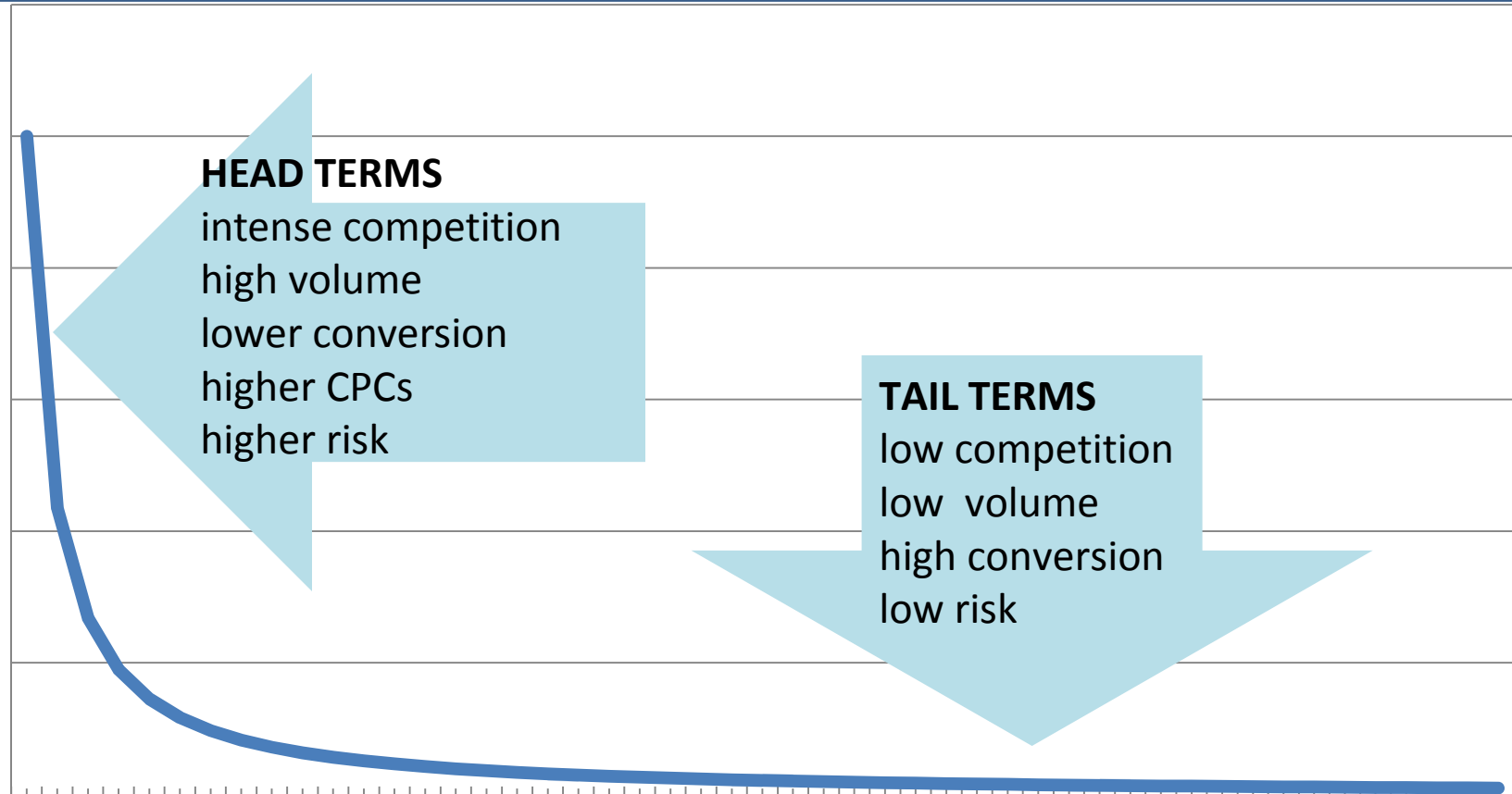
16% of sales



RKG



Long tail strategy



Non-brand vs. brand

“business router”



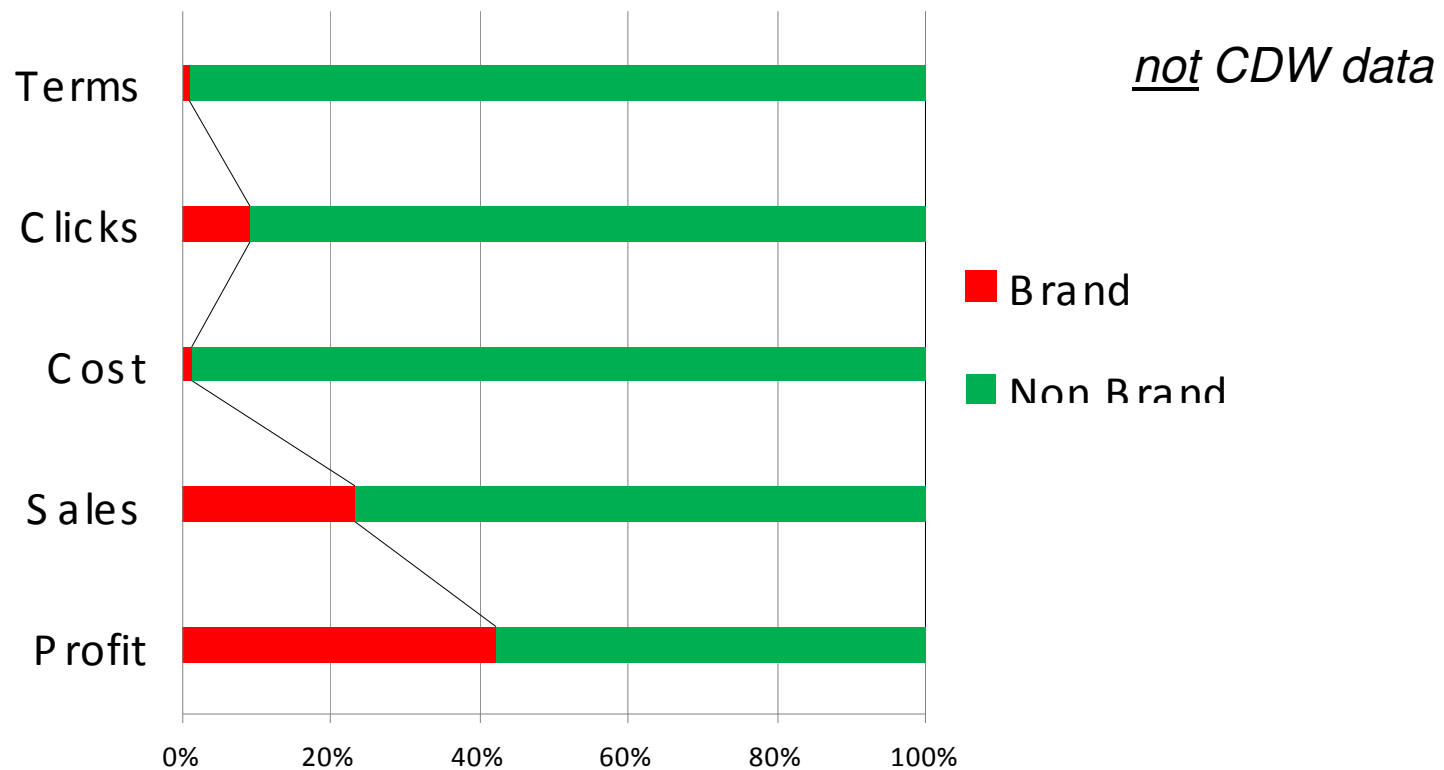
“cdw”



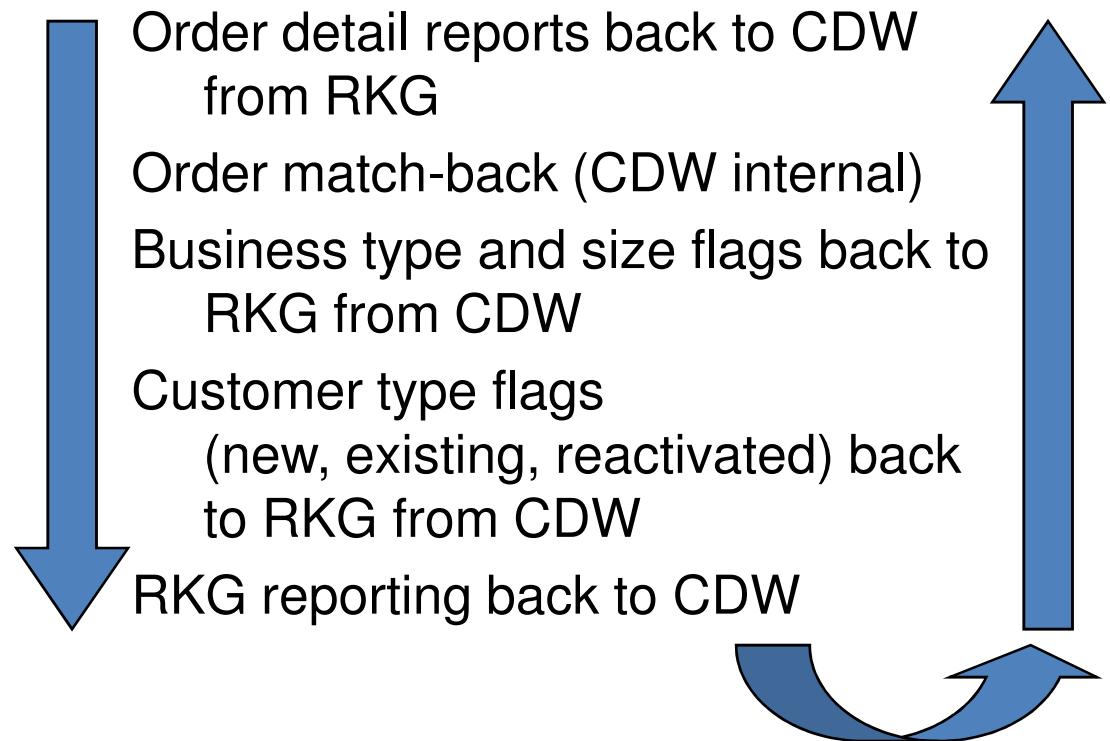
<p>2000-2001 ... 1997-1998 ... 1994-1995 ... 1991-1992 ... 1988-1989 ... 1985-1986 ... 1982-1983 ... 1979-1980 ... 1976-1977 ... 1973-1974 ... 1970-1971 ... 1967-1968 ... 1964-1965 ... 1961-1962 ... 1958-1959 ... 1955-1956 ... 1952-1953 ... 1949-1950 ... 1946-1947 ... 1943-1944 ... 1940-1941 ... 1937-1938 ... 1934-1935 ... 1931-1932 ... 1928-1929 ... 1925-1926 ... 1922-1923 ... 1919-1920 ... 1916-1917 ... 1913-1914 ... 1910-1911 ... 1907-1908 ... 1904-1905 ... 1901-1902 ... 1898-1899 ... 1895-1896 ... 1892-1893 ... 1889-1890 ... 1886-1887 ... 1883-1884 ... 1880-1881 ... 1877-1878 ... 1874-1875 ... 1871-1872 ... 1868-1869 ... 1865-1866 ... 1862-1863 ... 1859-1860 ... 1856-1857 ... 1853-1854 ... 1850-1851 ... 1847-1848 ... 1844-1845 ... 1841-1842 ... 1838-1839 ... 1835-1836 ... 1832-1833 ... 1829-1830 ... 1826-1827 ... 1823-1824 ... 1820-1821 ... 1817-1818 ... 1814-1815 ... 1811-1812 ... 1808-1809 ... 1805-1806 ... 1802-1803 ... 1799-1800 ... 1796-1797 ... 1793-1794 ... 1790-1791 ... 1787-1788 ... 1784-1785 ... 1781-1782 ... 1778-1779 ... 1775-1776 ... 1772-1773 ... 1769-1770 ... 1766-1767 ... 1763-1764 ... 1760-1761 ... 1757-1758 ... 1754-1755 ... 1751-1752 ... 1748-1749 ... 1745-1746 ... 1742-1743 ... 1739-1740 ... 1736-1737 ... 1733-1734 ... 1730-1731 ... 1727-1728 ... 1724-1725 ... 1721-1722 ... 1718-1719 ... 1715-1716 ... 1712-1713 ... 1709-1710 ... 1706-1707 ... 1703-1704 ... 1700-1701 ... 1697-1698 ... 1694-1695 ... 1691-1692 ... 1688-1689 ... 1685-1686 ... 1682-1683 ... 1679-1680 ... 1676-1677 ... 1673-1674 ... 1670-1671 ... 1667-1668 ... 1664-1665 ... 1661-1662 ... 1658-1659 ... 1655-1656 ... 1652-1653 ... 1649-1650 ... 1646-1647 ... 1643-1644 ... 1640-1641 ... 1637-1638 ... 1634-1635 ... 1631-1632 ... 1628-1629 ... 1625-1626 ... 1622-1623 ... 1619-1620 ... 1616-1617 ... 1613-1614 ... 1610-1611 ... 1607-1608 ... 1604-1605 ... 1601-1602 ... 1598-1599 ... 1595-1596 ... 1592-1593 ... 1589-1590 ... 1586-1587 ... 1583-1584 ... 1580-1581 ... 1577-1578 ... 1574-1575 ... 1571-1572 ... 1568-1569 ... 1565-1566 ... 1562-1563 ... 1559-1560 ... 1556-1557 ... 1553-1554 ... 1550-1551 ... 1547-1548 ... 1544-1545 ... 1541-1542 ... 1538-1539 ... 1535-1536 ... 1532-1533 ... 1529-1530 ... 1526-1527 ... 1523-1524 ... 1520-1521 ... 1517-1518 ... 1514-1515 ... 1511-1512 ... 1508-1509 ... 1505-1506 ... 1502-1503 ... 1499-1500 ... 1496-1497 ... 1493-1494 ... 1490-1491 ... 1487-1488 ... 1484-1485 ... 1481-1482 ... 1478-1479 ... 1475-1476 ... 1472-1473 ... 1469-1470 ... 1466-1467 ... 1463-1464 ... 1460-1461 ... 1457-1458 ... 1454-1455 ... 1451-1452 ... 1448-1449 ... 1445-1446 ... 1442-1443 ... 1439-1440 ... 1436-1437 ... 1433-1434 ... 1430-1431 ... 1427-1428 ... 1424-1425 ... 1421-1422 ... 1418-1419 ... 1415-1416 ... 1412-1413 ... 1409-1410 ... 1406-1407 ... 1403-1404 ... 1400-1401 ... 1397-1398 ... 1394-1395 ... 1391-1392 ... 1388-1389 ... 1385-1386 ... 1382-1383 ... 1379-1380 ... 1376-1377 ... 1373-1374 ... 1370-1371 ... 1367-1368 ... 1364-1365 ... 1361-1362 ... 1358-1359 ... 1355-1356 ... 1352-1353 ... 1349-1350 ... 1346-1347 ... 1343-1344 ... 1340-1341 ... 1337-1338 ... 1334-1335 ... 1331-1332 ... 1328-1329 ... 1325-1326 ... 1322-1323 ... 1319-1320 ... 1316-1317 ... 1313-1314 ... 1310-1311 ... 1307-1308 ... 1304-1305 ... 1301-1302 ... 1298-1299 ... 1295-1296 ... 1292-1293 ... 1289-1290 ... 1286-1287 ... 1283-1284 ... 1280-1281 ... 1277-1278 ... 1274-1275 ... 1271-1272 ... 1268-1269 ... 1265-1266 ... 1262-1263 ... 1259-1260 ... 1256-1257 ... 1253-1254 ... 1250-1251 ... 1247-1248 ... 1244-1245 ... 1241-1242 ... 1238-1239 ... 1235-1236 ... 1232-1233 ... 1229-1230 ... 1226-1227 ... 1223-1224 ... 1220-1221 ... 1217-1218 ... 1214-1215 ... 1211-1212 ... 1208-1209 ... 1205-1206 ... 1202-1203 ... 1199-1200 ... 1196-1197 ... 1193-1194 ... 1190-1191 ... 1187-1188 ... 1184-1185 ... 1181-1182 ... 1178-1179 ... 1175-1176 ... 1172-1173 ... 1169-1170 ... 1166-1167 ... 1163-1164 ... 1160-1161 ... 1157-1158 ... 1154-1155 ... 1151-1152 ... 1148-1149 ... 1145-1146 ... 1142-1143 ... 1139-1140 ... 1136-1137 ... 1133-1134 ... 1130-1131 ... 1127-1128 ... 1124-1125 ... 1121-1122 ... 1118-1119 ... 1115-1116 ... 1112-1113 ... 1109-1110 ... 1106-1107 ... 1103-1104 ... 1100-1101 ... 1097-1098 ... 1094-1095 ... 1091-1092 ... 1088-1089 ... 1085-1086 ... 1082-1083 ... 1079-1080 ... 1076-1077 ... 1073-1074 ... 1070-1071 ... 1067-1068 ... 1064-1065 ... 1061-1062 ... 1058-1059 ... 1055-1056 ... 1052-1053 ... 1049-1050 ... 1046-1047 ... 1043-1044 ... 1040-1041 ... 1037-1038 ... 1034-1035 ... 1031-1032 ... 1028-1029 ... 1025-1026 ... 1022-1023 ... 1019-1020 ... 1016-1017 ... 1013-1014 ... 1010-1011 ... 1007-1008 ... 1004-1005 ... 1001-1002 ... 998-999 ... 995-996 ... 992-993 ... 989-990 ... 986-987 ... 983-984 ... 980-981 ... 977-978 ... 974-975 ... 971-972 ... 968-969 ... 965-966 ... 962-963 ... 959-960 ... 956-957 ... 953-954 ... 950-951 ... 947-948 ... 944-945 ... 941-942 ... 938-939 ... 935-936 ... 932-933 ... 929-930 ... 926-927 ... 923-924 ... 920-921 ... 917-918 ... 914-915 ... 911-912 ... 908-909 ... 905-906 ... 902-903 ... 899-900 ... 896-897 ... 893-894 ... 890-891 ... 887-888 ... 884-885 ... 881-882 ... 878-879 ... 875-876 ... 872-873 ... 869-870 ... 866-867 ... 863-864 ... 860-861 ... 857-858 ... 854-855 ... 851-852 ... 848-849 ... 845-846 ... 842-843 ... 839-840 ... 836-837 ... 833-834 ... 830-831 ... 827-828 ... 824-825 ... 821-822 ... 818-819 ... 815-816 ... 812-813 ... 809-810 ... 806-807 ... 803-804 ... 800-801 ... 797-798 ... 794-795 ... 791-792 ... 788-789 ... 785-786 ... 782-783 ... 779-780 ... 776-777 ... 773-774 ... 770-771 ... 767-768 ... 764-765 ... 761-762 ... 758-759 ... 755-756 ... 752-753 ... 749-750 ... 746-747 ... 743-744 ... 740-741 ... 737-738 ... 734-735 ... 731-732 ... 728-729 ... 725-726 ... 722-723 ... 719-720 ... 716-717 ... 713-714 ... 710-711 ... 707-708 ... 704-705 ... 701-702 ... 698-699 ... 695-696 ... 692-693 ... 689-690 ... 686-687 ... 683-684 ... 680-681 ... 677-678 ... 674-675 ... 671-672 ... 668-669 ... 665-666 ... 662-663 ... 659-660 ... 656-657 ... 653-654 ... 650-651 ... 647-648 ... 644-645 ... 641-642 ... 638-639 ... 635-636 ... 632-633 ... 629-630 ... 626-627 ... 623-624 ... 620-621 ... 617-618 ... 614-615 ... 611-612 ... 608-609 ... 605-606 ... 602-603 ... 599-600 ... 596-597 ... 593-594 ... 590-591 ... 587-588 ... 584-585 ... 581-582 ... 578-579 ... 575-576 ... 572-573 ... 569-570 ... 566-567 ... 563-564 ... 560-561 ... 557-558 ... 554-555 ... 551-552 ... 548-549 ... 545-546 ... 542-543 ... 539-540 ... 536-537 ... 533-534 ... 530-531 ... 527-528 ... 524-525 ... 521-522 ... 518-519 ... 515-516 ... 512-513 ... 509-510 ... 506-507 ... 503-504 ... 500-501 ... 497-498 ... 494-495 ... 491-492 ... 488-489 ... 485-486 ... 482-483 ... 479-480 ... 476-477 ... 473-474 ... 470-471 ... 467-468 ... 464-465 ... 461-462 ... 458-459 ... 455-456 ... 452-453 ... 449-450 ... 446-447 ... 443-444 ... 440-441 ... 437-438 ... 434-435 ... 431-432 ... 428-429 ... 425-426 ... 422-423 ... 419-420 ... 416-417 ... 413-414 ... 410-411 ... 407-408 ... 404-405 ... 401-402 ... 398-399 ... 395-396 ... 392-393 ... 389-390 ... 386-387 ... 383-384 ... 380-381 ... 377-378 ... 374-375 ... 371-372 ... 368-369 ... 365-366 ... 362-363 ... 359-360 ... 356-357 ... 353-354 ... 350-351 ... 347-348 ... 344-345 ... 341-342 ... 338-339 ... 335-336 ... 332-333 ... 329-330 ... 326-327 ... 323-324 ... 320-321 ... 317-318 ... 314-315 ... 311-312 ... 308-309 ... 305-306 ... 302-303 ... 299-300 ... 296-297 ... 293-294 ... 290-291 ... 287-288 ... 284-285 ... 281-282 ... 278-279 ... 275-276 ... 272-273 ... 269-270 ... 266-267 ... 263-264 ... 260-261 ... 257-258 ... 254-255 ... 251-252 ... 248-249 ... 245-246 ... 242-243 ... 239-240 ... 236-237 ... 233-234 ... 230-231 ... 227-228 ... 224-225 ... 221-222 ... 218-219 ... 215-216 ... 212-213 ... 209-210 ... 206-207 ... 203-204 ... 200-201 ... 197-198 ... 194-195 ... 191-192 ... 188-189 ... 185-186 ... 182-183 ... 179-180 ... 176-177 ... 173-174 ... 170-171 ... 167-168 ... 164-165 ... 161-162 ... 158-159 ... 155-156 ... 152-153 ... 149-150 ... 146-147 ... 143-144 ... 140-141 ... 137-138 ... 134-135 ... 131-132 ... 128-129 ... 125-126 ... 122-123 ... 119-120 ... 116-117 ... 113-114 ... 110-111 ... 107-108 ... 104-105 ... 101-102 ... 99-100 ... 96-97 ... 93-94 ... 90-91 ... 87-88 ... 84-85 ... 81-82 ... 78-79 ... 75-76 ... 72-73 ... 69-70 ... 66-67 ... 63-64 ... 60-61 ... 57-58 ... 54-55 ... 51-52 ... 48-49 ... 45-46 ... 42-43 ... 39-40 ... 36-37 ... 33-34 ... 30-31 ... 27-28 ... 24-25 ... 21-22 ... 18-19 ... 15-16 ... 12-13 ... 9-10 ... 6-7 ... 3-4 ... 0-1 ...</p>	<p>Pumps rearers</p> <p>Pulley & tackle enfrs</p> <p>Pump & pumping eqpt mfrs</p> <p>apex pumps</p> <p>TEL: 01494 837268</p>	<p>fax: 01462-482422</p> <p>cdw/Wy. Litchworth, Herts SG5 1SL</p> <p>Tying the knot?</p> <p>Wedding Guide</p> <p>see Wedding Services</p> <p>Dennis Roberts Ltd</p>
--	---	--

MANHATTAN-RESIDENCE		HAWKINS-HAYMAN 357	
1999	1998	1997	1996
1995	1994	1993	1992
1991	1990	1989	1988
1987	1986	1985	1984
1983	1982	1981	1980
1979	1978	1977	1976
1975	1974	1973	1972
1971	1970	1969	1968
1967	1966	1965	1964
1963	1962	1961	1960
1959	1958	1957	1956
1955	1954	1953	1952
1951	1950	1949	1948
1947	1946	1945	1944
1943	1942	1941	1940
1939	1938	1937	1936
1935	1934	1933	1932
1931	1930	1929	1928
1927	1926	1925	1924
1923	1922	1921	1920
1919	1918	1917	1916
1915	1914	1913	1912
1911	1910	1909	1908
1907	1906	1905	1904
1903	1902	1901	1900
1899	1898	1897	1896
1895	1894	1893	1892
1891	1890	1889	1888
1887	1886	1885	1884
1883	1882	1881	1880
1879	1878	1877	1876
1875	1874	1873	1872
1871	1870	1869	1868
1867	1866	1865	1864
1863	1862	1861	1860
1859	1858	1857	1856
1855	1854	1853	1852
1851	1850	1849	1848
1847	1846	1845	1844
1843	1842	1841	1840
1839	1838	1837	1836
1835	1834	1833	1832
1831	1830	1829	1828
1827	1826	1825	1

Non-brand vs. brand



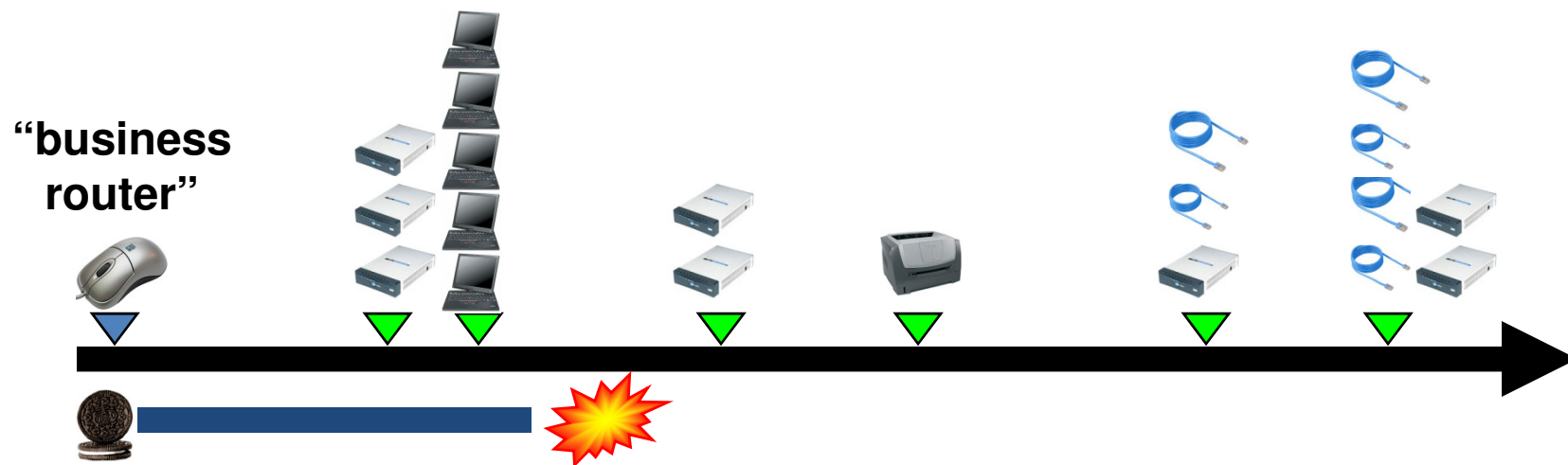
Post sale feedback loops



RKG



Challenge 2: High frequency buyers



Cookie management

30 day cookie

Determine through analysis of order latency

Ad gets credit for 1st “order event”

Ad gets credit for 1st order

Ad gets credit for subsequent orders

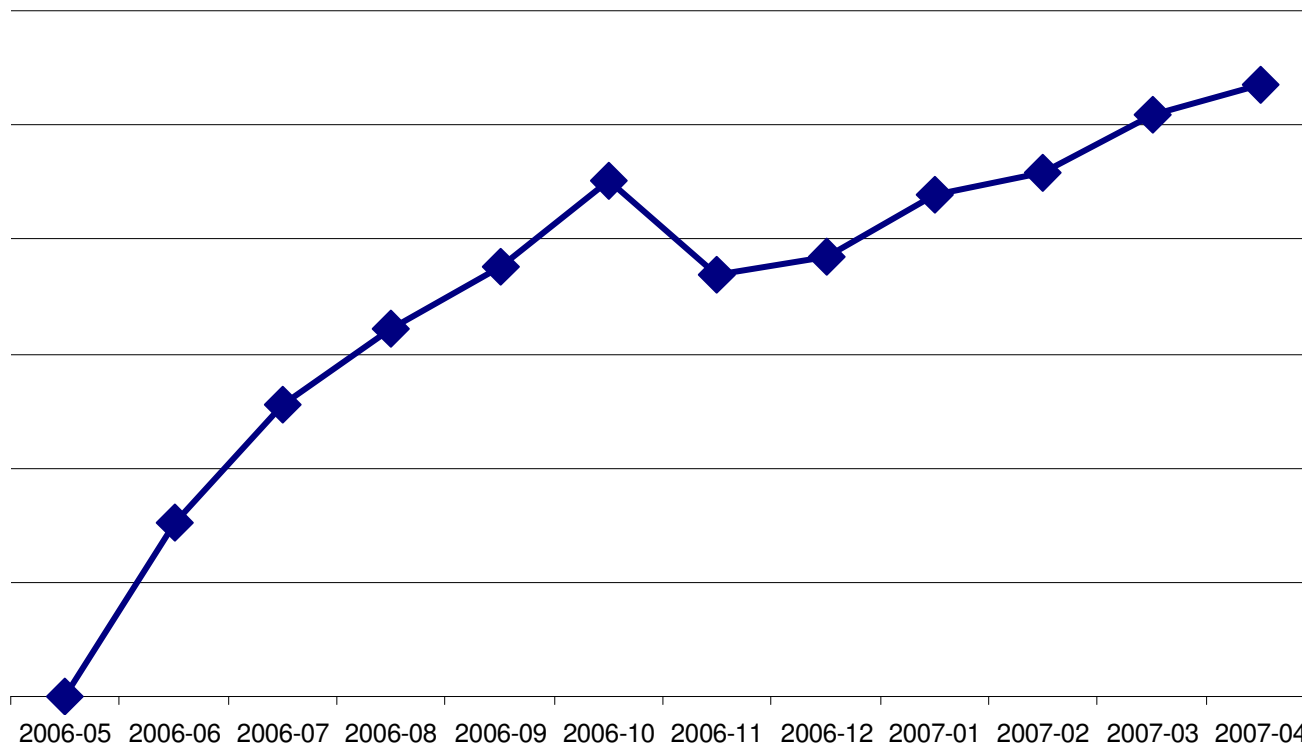
only within 24 hours of 1st order

(Multiple ship-tos, multiple invoices, CDW splits)



Challenge 3: Growth

\$1 trillion ☺



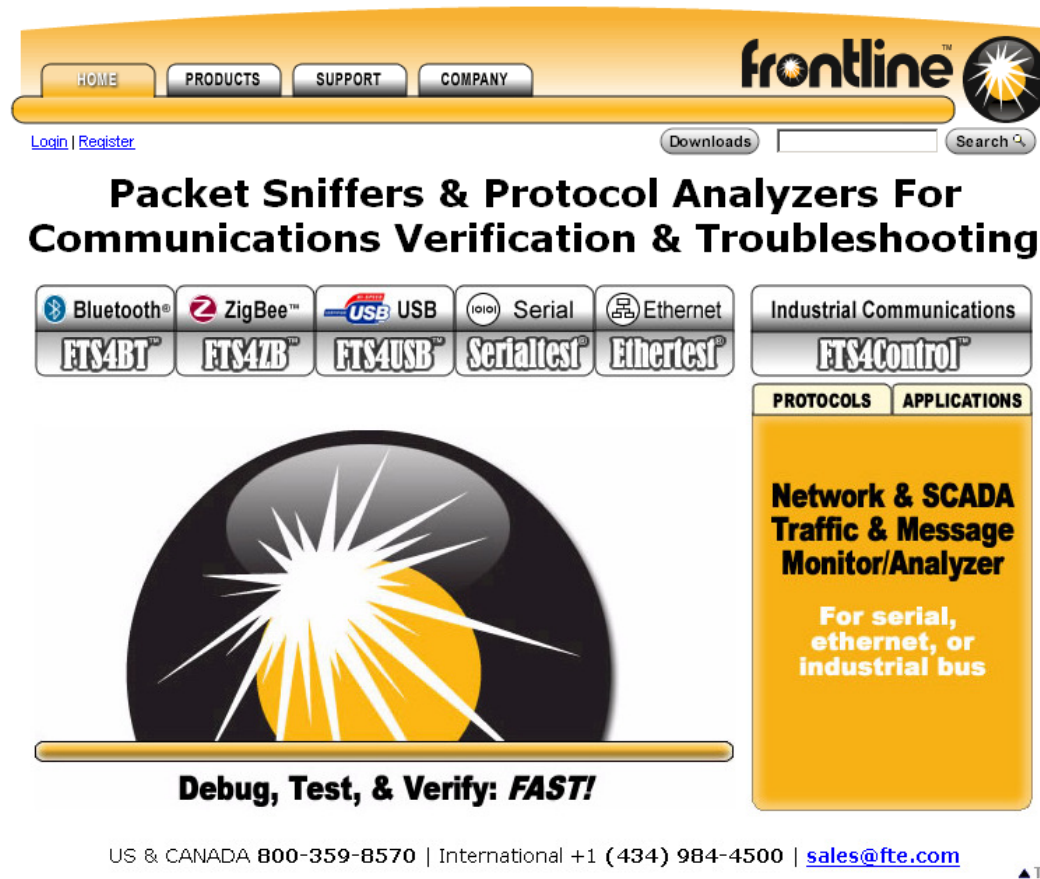
RKG



Additional Best Practices for B2B Paid Search



Tracking through to sales force



The screenshot shows the Frontline website interface. At the top is a navigation bar with links for HOME, PRODUCTS, SUPPORT, and COMPANY. Below this is a search bar and a 'Downloads' link. The main heading reads 'Packet Sniffers & Protocol Analyzers For Communications Verification & Troubleshooting'. Below the heading are several product categories: Bluetooth (ETS4BT), ZigBee (ETS4ZB), USB (ETS4USB), Serial (Serialtest), Ethernet (Eihertest), and Industrial Communications (ETS4Control). A large graphic of a sunburst is positioned in the center. To the right of the sunburst is a sidebar with tabs for 'PROTOCOLS' and 'APPLICATIONS'. The 'APPLICATIONS' tab is selected, showing the text 'Network & SCADA Traffic & Message Monitor/Analyzer' and 'For serial, ethernet, or industrial bus'. At the bottom of the main content area, it says 'Debug, Test, & Verify: FAST!'. The footer contains contact information: 'US & CANADA 800-359-8570 | International +1 (434) 984-4500 | sales@fte.com' and a 'Top' link.

frontline™

HOME PRODUCTS SUPPORT COMPANY

Login | Register Downloads Search

**Packet Sniffers & Protocol Analyzers For
Communications Verification & Troubleshooting**

Bluetooth® ZigBee™ USB Serial Ethernet Industrial Communications

ETS4BT™ ETS4ZB™ ETS4USB™ Serialtest™ Eihertest™ ETS4Control™

PROTOCOLS APPLICATIONS

**Network & SCADA
Traffic & Message
Monitor/Analyzer**

**For serial,
ethernet, or
industrial bus**

Debug, Test, & Verify: FAST!

US & CANADA 800-359-8570 | International +1 (434) 984-4500 | sales@fte.com ▲ Top

RKG





Downloads Master List

Full Release Products/Upgrades/File Viewers

[FTS4BT](#)

[FTS4ZB](#)

[FTS4Control](#)

[FTS4USB](#)

[Serialtest Async](#)

[Serialtest ComProbe](#)

[Etheritest](#)

[CRT4BT](#)

Discontinued Products

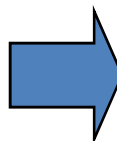
[Serialtest MLT](#)

[FTS4NTCIP](#)

[SerialBERT](#)

[BPA100/105](#)

Also see [Tech Support Downloads](#)



Software Downloads

Frontline Downloads

Thank you for your interest in communications verification and troubleshooting products from Frontline. This form is preset to include your login information and the product you have selected to download. Please complete any additional information and then click submit. You will be directed immediately to the download file you need.

Provided information will NOT be shared and will be kept strictly CONFIDENTIAL. [Privacy Policy](#).

Note that fields marked with an asterisk (*) are mandatory and must be completed in order to ensure a response.

Please tell us who you are:

Title:	Mr.
* First Name:	Alan
* Last Name:	Rimm-Kaufman
* Company:	rkg
* Country:	United States
Zip/Postal Code:	22906
Telephone	(If outside North America)
Country Code:	
Area Code & Number	
* Telephone:	434 970 1010
* E-mail:	alan@rimmkaufman.com
* Reason for Download:	
Upgrade:	<input type="radio"/>
Just Purchased:	<input type="radio"/>
Interested in Buying:	<input type="radio"/>
View Capture File:	<input type="radio"/>
Other:	<input type="radio"/>
Other Reason:	

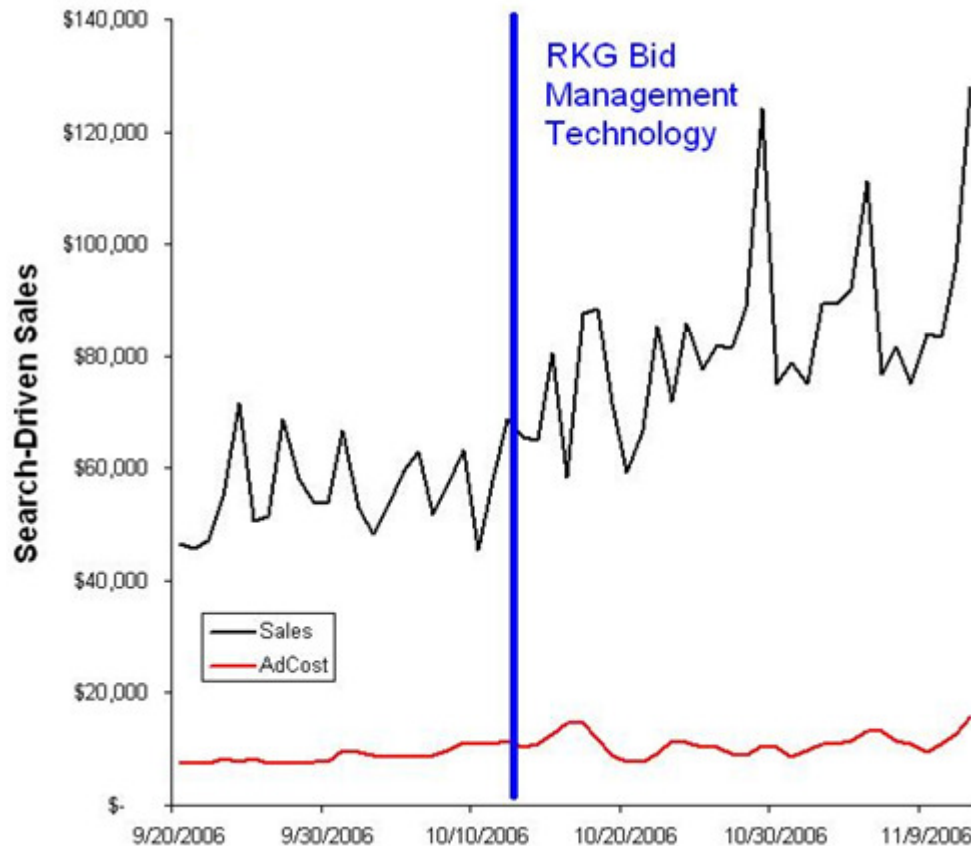
After submitting this form you will be taken to a page where you can download your file

RKG



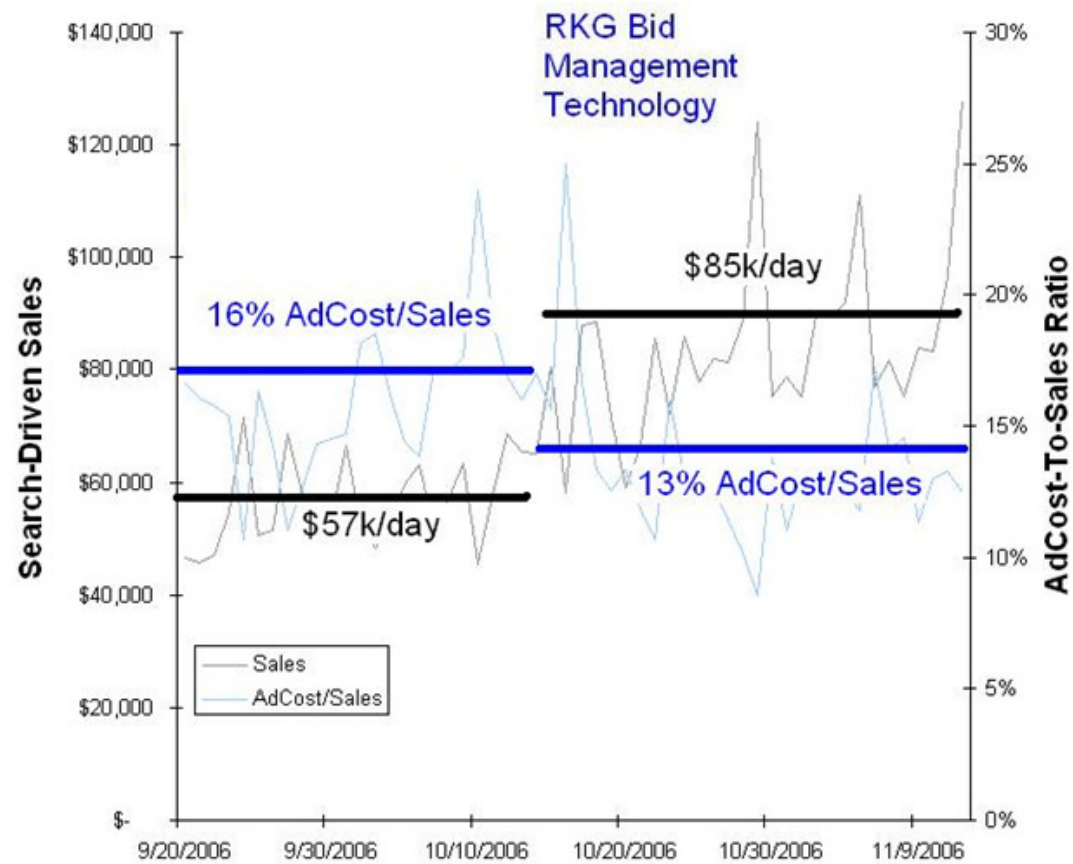
Bid technology matters

not CDW data



RKG





not CDW data

RKG



B2B PPC Best Practices

Understand your economics

Understand interaction with other channels

Distinguish brand from non-brand search

Comprehensive term lists

Track sales through to sales force, call centers

Bid technology matters



Thank you

Alan Rimm-Kaufman
alan@rimmkaufman.com

Anne Vargo
avargo@cdw.com
(BTW: We're hiring!!!!!!)



rkgblog.com

RKG

