

SEM Assessments

	Top Markets Google campaigns for top 3 markets	Top & Secondary Markets Top 3 Search Engines + Up to 8 markets
Tracking	Test transaction Google Ads & analytics linking	Test transaction Google Ads & analytics linking
Budget Allocation	Keyword bid stacking Bid modifiers Bidding strategies	Keyword bid stacking Bid modifiers Bidding strategies
Settings	Campaign settings Ad group settings Language coverage Location settings	Campaign settings Ad group settings Language coverage Location settings
Campaign Segmentation	Brand Non-brand	Brand Non-brand
Keywords	Negative keyword expansion Match types Keyword portfolio	Negative keyword expansion Match types Keyword portfolio
Ad Copy Relevancy	Landing pages Ad extensions	Landing pages Ad extensions
Brand Protection	Impression share Abs. top Impr. share Quality score Competition	Impression share Abs. top Impr. share Quality score Competition
Other Campaigns	Remarketing audiences Audiences lists Display Dynamic remarketing App Discovery ads	Remarketing audiences Audiences lists Display Dynamic remarketing App Discovery ads
Assess Two Additional Search Engines		Bing, Yahoo Japan, Baidu, Naver, Yandex