

BENEFITS OF MATCHCRAFT'S MERCHANT CENTER



matchcraft

Resellers and agencies have many options when it comes to carefully utilizing and maximizing their advertisers' online spend. They can choose to advertise on Search and Display networks such as Google and Bing, go the social route using Facebook and Instagram, use any other combination of these networks or advertise on them all.

But simultaneously advertising on a variety of networks can lead to 2 major challenges for resellers/agencies:

- Tracking and reporting campaign results to their advertiser clients – Advertisers are often unaware of how their marketing budgets are being spent. To get the most basic of details, such as the keywords being used to target their campaigns, these merchants have to contact the resellers. This routine back and forth affects productivity on both the reseller's and the merchant's end.
- Helping the advertisers understand the opportunity and impact of that advertising – Reviewing campaign metrics in the format and detail necessary for campaign managers, can be overwhelming for advertisers.

AdVantage's Merchant Center has been designed keeping all the above needs in mind. The Merchant Center is an easy-to-use, interactive dashboard that gives you unmatched visibility and control over your advertisers' campaigns.



THE MERCHANT CENTER

It is a white-labeled dashboard that can be shared with merchants. Through its dynamic reporting dashboard and emailed performance reports, the Merchant Center helps SMBs/advertisers make sense of campaigns that may include:

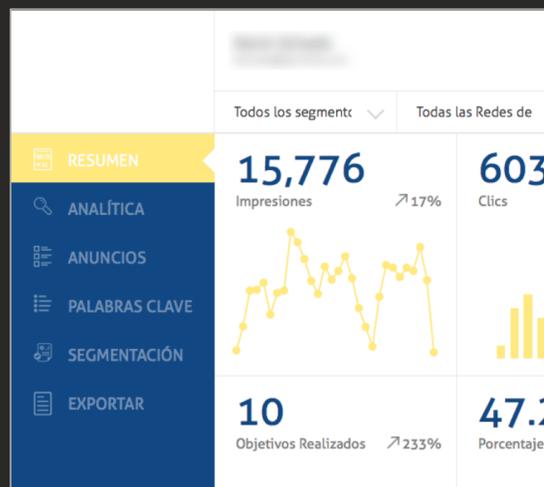
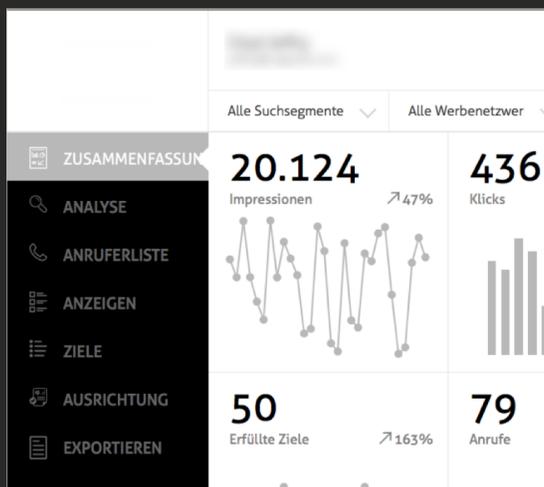
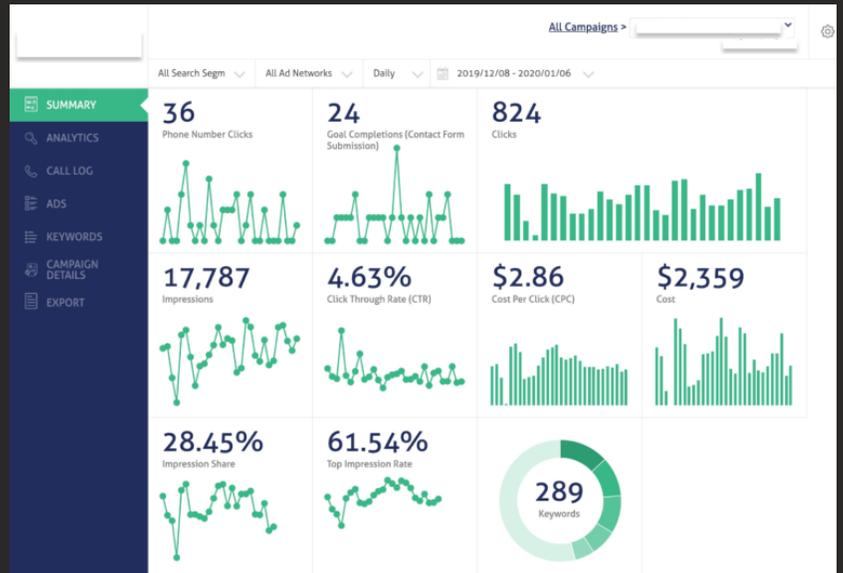
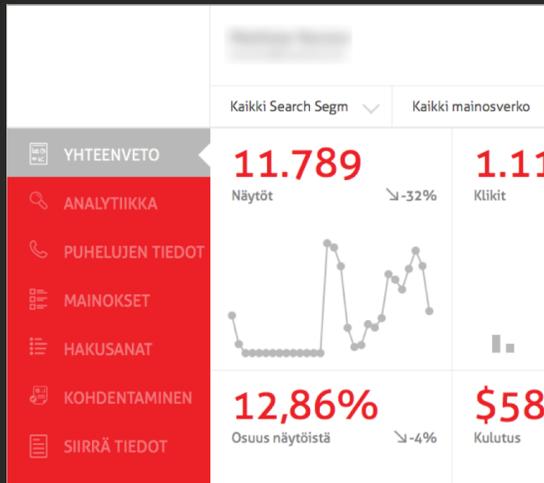
- Search (Google, Bing)
- Display and Remarketing (Google Display Network)
- Shopping (Google)
- Social (Facebook, Instagram)

It provides a clear view of key metrics associated with an advertiser's campaign. A summary section graphically presents key, cross-channel (if applicable) campaign metrics. These metrics are automatically supplemented with the following compelling metrics when available:

- Conversion metrics such as calls, transactions and goal completions.
- Social metrics such as reach, likes, audience breakdowns & leads.

It is ready for reseller/agency use out of the box and can be configured using AdVantage's setup tools.

THE MERCHANT CENTER



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1

Review Cross-Campaign Summary

Cross-campaign summary allows the Merchant Center to better serve advertisers (and resellers/agencies) with multiple campaigns. The summary provides an overview of common performance metrics across campaigns on multiple channels.



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2

Call Reporting

Listen to and review tracked calls* (where available).

* MatchCraft has taken the necessary steps to ensure that our products are CCPA compliant.

Weekly 2019/01/01 - 2019/12/31

CALLS
225
calls received in the past 53 days.
213 leads received in the past 53 days.

Date/Time (PST)	Name	Location	From	Message	Duration	Download
2019/12/28 13:51					1 min. 7 sec.	download
2019/12/21 08:44					8 min. 36 sec.	download
2019/12/17 09:41					min. 20 sec.	download
2019/12/16 14:56						download
2019/12/14 15:56						download
2019/12/14 07:20					0 min. 24 sec.	download

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3 Ad Preview

Preview ads as they will appear on Google, Bing, Facebook, and Instagram. Also, review the performance of specific social ad variations.

Ad	Type	Impressions	Clicks	CTR
	Search	297	92	30.98%
	Search	457	70	15.32%
	Search	158	24	17.39%
	Search	83	11	13.25%
	Search	22	7	31.82%
	Search	71	3	4.23%

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ADS

4 ads used in your campaign.

Ad	Type	Impressions	Clicks	CTR (%)
	Display	29,408	190	0.65%
		15,423	75	0.49%
	Display	7,867	43	0.55%
	Display	10,571	33	0.31%

Ad Preview

Headline: 5 Benefits that Facebook Advertising Can Bring to Your Business | MatchCraft

Desktop news feed

Mobile news feed

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4 Keyword Performance

Examine the performance of the keywords being used.

The screenshot displays the 'KEYWORDS' section of the Matchcraft Merchant Center. It shows a list of 29 top keywords used in the campaign, with columns for Keywords, Impressions, Clicks, and CTR. The interface includes a navigation menu on the left with options like SUMMARY, ANALYTICS, ADS, KEYWORDS, CAMPAIGN DETAILS, and EXPORT. At the top, there are filters for 'All Search Segm', 'All Ad Networks', and a date range of '2019/12/08 - 2020/01/06'.

Keywords	Impressions	Clicks	CTR
anslaggen fastighetsförmedling	205	118	57.56%
fastighetsförmedling	481	95	19.75%
hus säljes	548	93	16.97%
sök bostad	354	40	11.30%
fastighetsmäklare	179	23	12.85%
bostadsvrätt salu	103	17	16.50%
köp bostad	111	14	12.61%

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5 ThruPlays and Breakdown of Video Views (Social Connect)
 Ability to view Facebook's video Thruplay data. In addition to ThruPlay, the Merchant Center also features a table indicating the number of users who watched: 25%, 50%, 75%, 95% and 100% of the video.



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6

Leads Dashboard (Social Connect)

Advertisers can view all the leads generated by their Facebook leads campaigns within a single interface and thus, quickly follow up with leads via email or phone and download leads for easy sharing.

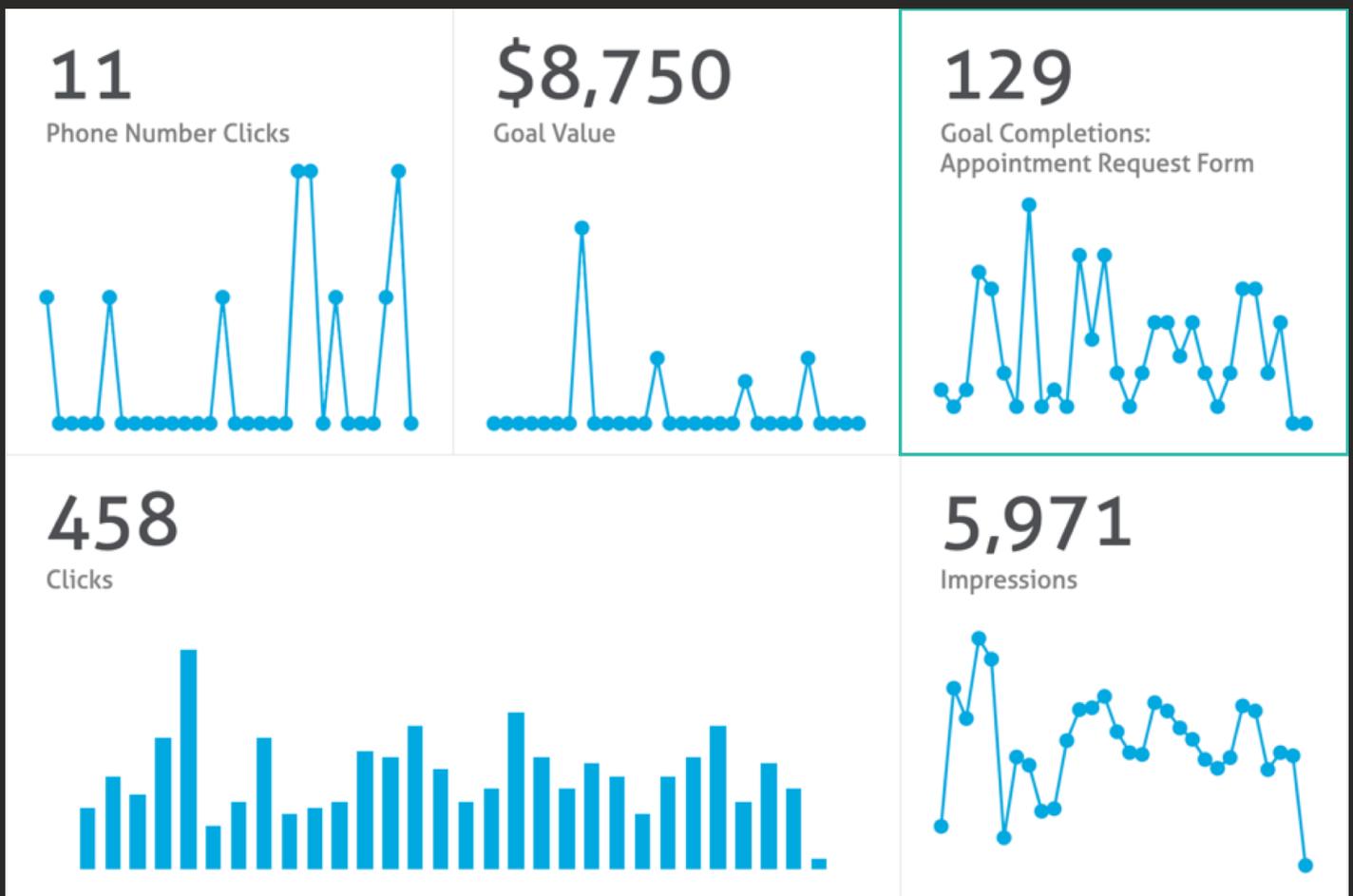
The screenshot shows the Matchcraft interface for a 'Generate Leads for Email Newsletter' campaign. It displays a table with 7 rows of lead data. The table has columns for Form, Submitted, Name, and Phone Number / Email. Each row includes a chevron icon for further details.

Form	Submitted	Name	Phone Number / Email
Email Newsletter	2019/08/15 14:51	Melanie Scott Gannon	melanie.scott@gmail.com
Email Newsletter	2019/08/12 17:21	Christina Hengel	hengel@gmail.com
Email Newsletter	2019/08/11 05:42	Marie Smith	mariesmith@gmail.com
Email Newsletter	2019/07/28 17:15	Renata Hengel	renatahengel@gmail.com
Email Newsletter	2019/07/28 00:40	WILLIAM L. BROWN	william.l.brown@gmail.com
Email Newsletter	2019/07/25 15:07	David Hill	davidhill11@gmail.com
Email Newsletter	2019/07/20 13:16	WILLIAM L. BROWN	william.l.brown@gmail.com

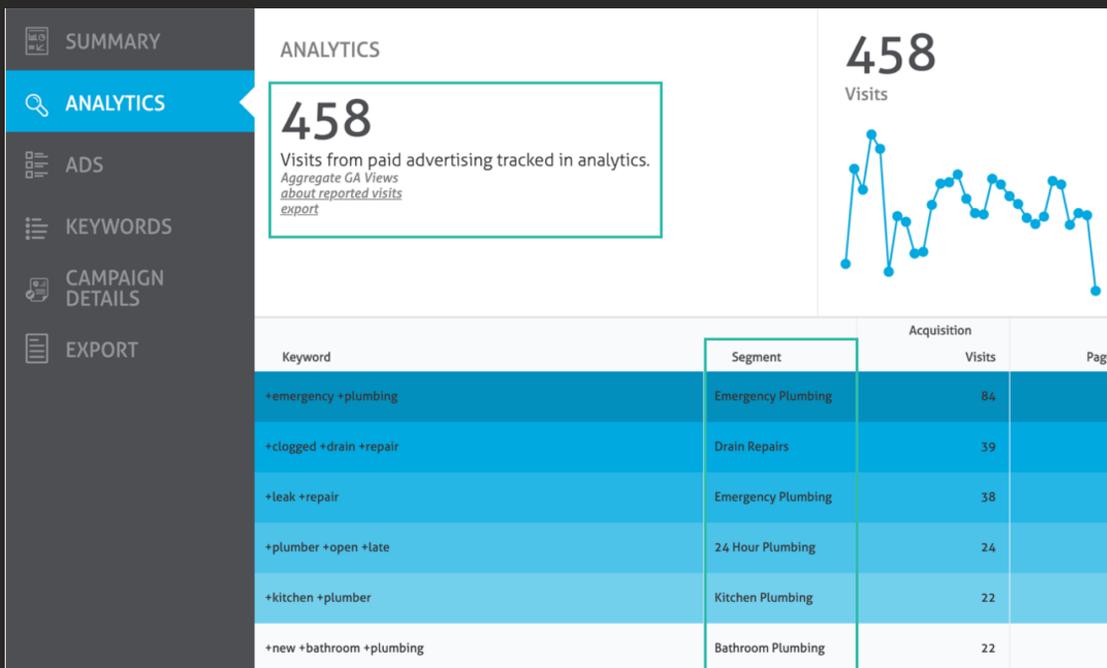
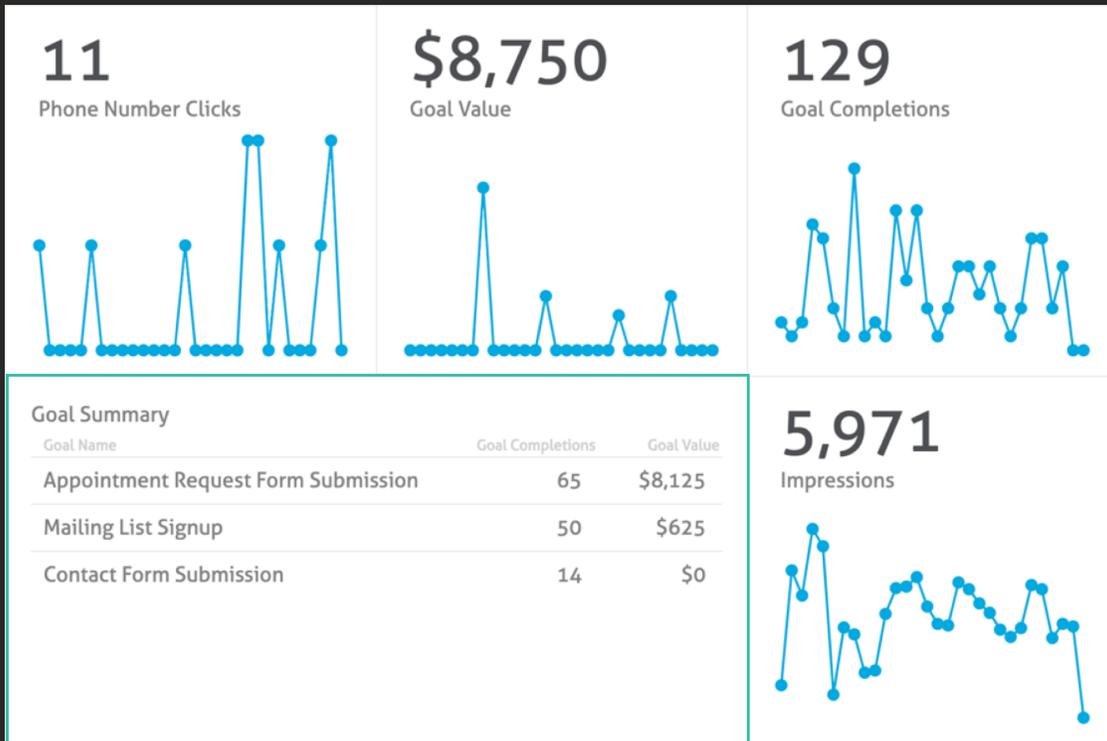
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7 Analytics Tab

Detailed reports on Google Analytics goals & the number of website visits generated by paid advertising (rather than keywords) - based on data from standard or enhanced analytics.



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Overall Summary

Review a summary of the overall campaign settings.

The screenshot shows the targeting configuration for a Facebook ad set. At the top, it indicates 'All Campaigns' and 'All Ad Sets'. The campaign is set to 'Daily' with a date range from '2019/12/08 - 2020/01/06'. The left sidebar shows navigation options: SUMMARY, ADS, TARGETING (highlighted), and EXPORT.

TARGETING
Your campaign is using the settings below to target potential customers. Use the segments filter to narrow your results.

AD SET: VISION THERAPY - FB -1443536

Location Targeting

Target/Exclude	Location Type	Location
Include	City	(10 mile radius)
Include	City	

Gender
 Male Female

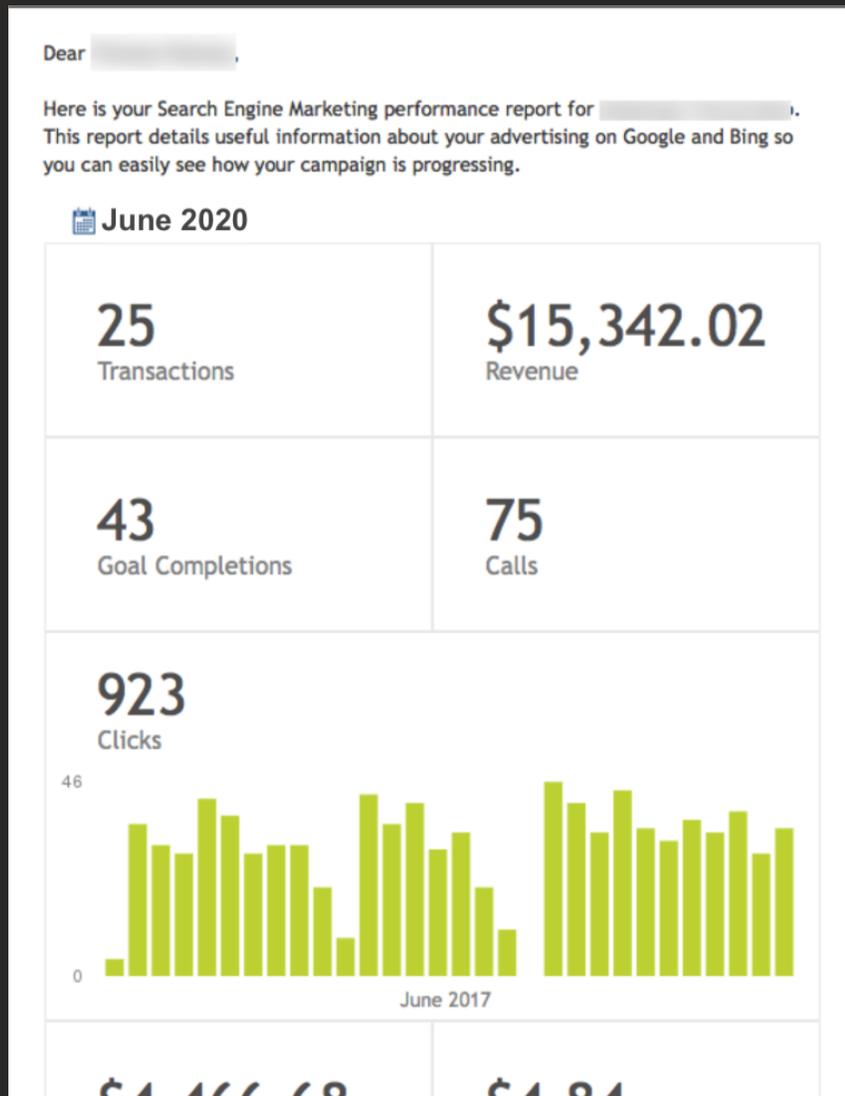
Ages
18 - 65

Device Targeting
 All Devices

Interests
 Additional Interests
 Adjustable-focus eyeglasses
 America's Best Contacts & Eyeglasses
 Anti-scratch coating
 Cat eye glasses

PERFORMANCE EMAILS

Complementing the online Merchant Center are configurable performance emails that can be sent for each campaign. Performance emails are white-labeled and share the same look-and-feel as the Merchant Center.



An AdVantage setup tool allows resellers to easily configure performance emails by editing text and selecting which metrics to include.

Together, AdVantage’s Merchant Center and performance emails offer SMBs a clear view of the impact their campaign is having. Both are ready for reseller/agency use out of the box or can be configured using AdVantage’s setup tools.

TRANSPARENCY

Transparency in reporting helps both resellers and merchants.

When merchants are able to see the benefits of search, display, and social advertising first hand, it leads to greater involvement and increased trust in the capabilities of not just the resellers but also online advertising as a whole.

This transparency also makes merchants feel more comfortable about increasing their investment in online paid advertising.

IMPACT

Having access to campaign performance information in a user-friendly format enables our resellers to more transparently convey the impact of campaign ad spends to their merchant clients.

Year over year, we continue to see an increase in the number of campaigns that include ROI metrics.

WHAT ADVERTISERS HAVE TO SAY

“

Other than a website, we had a very small footprint online. Fast forward 5 years, and now we have greater visibility and get numerous trackable calls every month. The whole team works behind the scenes to fine-tune and improve the campaign. We have access to an online platform where we can listen to phone calls, see analytics, keywords and our budget allocation. The whole process is very transparent.

”

Carley Lorditch
Office Coordinator
Handyside Plumbing, HVAC & Electrical