

Boost Product and Service Options for Ad Agencies

Boost Capabilities

Boost provides 3 main services.

- **Ad Creation** -- produces highly relevant, creative ad content for Paid Search at scale using an AI-Human system that produces ad content in multiple languages for Adwords, Bing, and other ad platforms
- **Ad Optimization** – performs a range of advanced statistical analyses and testing to identify the most effective and least effective ads
- **Lexical Insights** – uses rigorous data analytics to understand **why** an ad is working to provide insight to improve both Paid Search ads and other marketing communications; identifies specific words, phrases, and sentiments that have the most significant impact – both positive and negative – on an ad’s performance

Boost CS Managers manage the Boost Software Platform and all deliverables (i.e. ad copy, reports, analyses) while customers can log into the platform and place orders, review/approve copy, run reports, and perform a variety of other functions. Alternatively, Boost can train customers (including Enterprise and Agency) to use the Boost Software Platform directly with minimal Boost CS oversight.

Boost Customers and Services

Boost works with three main types of customers and provides a range of services to each:

- **Enterprises** – Boost performs all three of the above functions for major advertisers such as Hilton, Indeed, New York Life. However, a few enterprise customers use Boost to provide ad creation services only.
- **Ad platforms** – for platforms such as Google and MicroSoft, Boost provides bulk ad creation services using a highly automated workflow system that can create and approve thousands of ads per day in a variety of formats including ETA, IETA, and RSA
- **Agencies** – Boost provides a broad range of options for Agencies to meet their diverse requirements of working with their customers
 - ⇒ *Full service* – Boost can provide all functions above along with a customer success (CS) manager who works with the Agency and customer on specific requests – typically requires 3-5 hours per month for the CS manager
 - ⇒ *Ad creation only* – similar to Boost’s work with Google/MS, Boost can provide bulk ad creation services along with other content such as snippets, call-outs, and sitelinks
 - ⇒ *Lexical Insights* – a CS manager runs the lexical analysis on a customer’s Adwords/Bing account or Boost can train Agency personnel to do the same. The Agency typically presents the results although Boost personnel can provide assistance in presentation and analysis as required.

Pricing

Pricing varies by the type of service, volume, timeframe, and any special requirements, custom analytics, or reporting that are needed. Discounts for Agencies range from 20% to 75% depending upon which services are used and whether Boost or the Agency manages the service.