

Search

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MediaCom Search is a team of 45 Paid Search specialists who plan and implement best in class, growth focused Search campaigns across our media partners Google Ads, Microsoft Ads, Amazon Marketing Services and Apple.

We work with brands from large to small across a wide range of industries including Finance, Auto and Retail. This breadth of experience means that we are best placed to deliver work that meets either Brand, Direct Response or eCommerce objectives. We believe that brilliant search balances the use of technology and human expertise, which ensures that Search is integrated within all channels from the planning phase through to activation, attribution and analytics.

Our core services/products

Strategy and Planning

Whether your Search campaign is always-on, seasonal or tactical based planning, we interrogate client data, competitor insights and macroeconomic factors to enable us to create highly accurate search performance forecasts. Whilst keyword research and planning is vital, we refine this with granular audience strategies to address the right people and reduce media wastage.

Implementation

The implementation and set-up of search engine accounts and campaigns always adheres to our defined principles of best practice. Consequent best practice adoption is a key driver of KPI performance and ensures that our clients' search activity is well placed to achieve growth and efficiency.

Optimisation

We use technology such as scripts, bid management systems and MediaCom's proprietary Search Assistant 'Marvin' to manage best practice hygiene maintenance, bidding and reporting at scale. This frees up time for our specialists to develop advanced optimisation and innovation plans and drive client growth via a continuously evolving search strategy.

Partnerships

Our relationships with our media partners Google, Microsoft, Amazon and Apple and various technology providers mean we are amongst the first to trial their alpha and beta features and have access to their brightest minds. Our staff is fully certified in all platforms they operate in.

To learn more about our specialisms read [here](#).

Head of Department:

Claudia Ziegenbein, Head of Paid Search, Claudia.Ziegenbein@mediacom.com

