

## Yahoo! India launches the New Yahoo! Search Marketing Platform

Yahoo! India, the leading Internet company, today announced the launch of its new Yahoo! Search Marketing (YSM) platform. This new sponsored search system is designed to enable advertisers to do more with their campaigns and gain a higher return on their investments by targeting relevant customers.

Advertisers will now have a host of new powerful features, which will enable them to get more from their search marketing campaigns. Some of the key features include:

- **New ad ranking model:** Yahoo! is adopting a new ranking model that rewards advertisers for focusing on the things that improve a search user's experience, such as relevant creative. Now advertisers will have additional ways to improve the placement of their ads, through their bids and by improving their relevancy.
- **Ad testing:** Allows advertisers to easily test multiple versions of their ads to determine the message that works best for their customers. They can also choose to let the platform automatically optimize serving to the ad that performs best on click-through rate or conversion.
- **Enhanced conversion tracking:** The new campaign management application will not only track campaigns that convert immediately, but also those that contribute over time through deferred transactions. In addition, the new application will be able to record 'assists' - instances when a keyword contributes indirectly to a conversion - allowing marketers to see the full impact of their keyword mix on the success of their campaigns.
- **Goal-based campaign optimization:** If advertisers have business metrics they're trying to hit, such as a (spell these out) CPA, ROI or ROAS goal, the platform can automatically adjust their ad rotation and bids to help them meet those goals.
- **Easy to use control panel:** A completely redesigned, easy-to-navigate control that helps advertisers zero in on what's working and what's not, giving them the insights they need to take action and get even better results. Easy-to-understand marketer terminology, as well as forecasting, keyword suggestions and alerts will all help advertisers build and manage campaigns more quickly.

### Key Benefits to Advertisers

- Easy and more effective to use. The intuitive campaign interface provides more effective control and varied tools.
- New quality-driven ranking model creates relevance and the right connection with target audience.
- Action and insight-oriented, more visibility into performance, more control on how to improve it and better the ROI.
- Ability to test the ad's effectiveness and track the rate of conversion.

'Yahoo!'s new technologies and features encourage more participation in the growing area of search advertising to make us a 'must-buy' in advertisers' marketing mix. We are very excited to introduce

this new platform, which makes it easier for marketers to understand the performance of their campaigns and experiment more frequently with the medium,' said **Prashant Mehta, Vice President & Head, Advertiser & Partner Group, Emerging Markets Yahoo! Inc.**

'The new and more powerful Yahoo! Search Marketing platform will enable marketers to manage their campaigns with ease and potentially derive improved ROI,' said **Sandeep Deshpande, GM, Search Marketing & Small Business, Yahoo! India.** 'Additionally, it presents a significant opportunity for existing YSM advertisers across the world to target Indian consumers.'

Yahoo! India is focused on constantly creating innovative platforms, developing new technologies and offering compelling online experiences to the world's largest Internet audiences. This is a significant step towards achieving the above. For more information about Yahoo!'s current search marketing offerings, please visit: <http://searchmarketing.yahoo.co.in/>

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