Soothware

User Guide
August 2007

OVERVIEW

This document is designed to answer the most common questions users come across when using Soothware.

We're anxious for feedback and are constantly making improvements. Please send any comments or feedback about the User Guide or the Soothware service to accounts@soothware.com.

If you encounter a bug or any other problems with the system, please email support@soothware.com. This will directly reach our technical and customer service teams.

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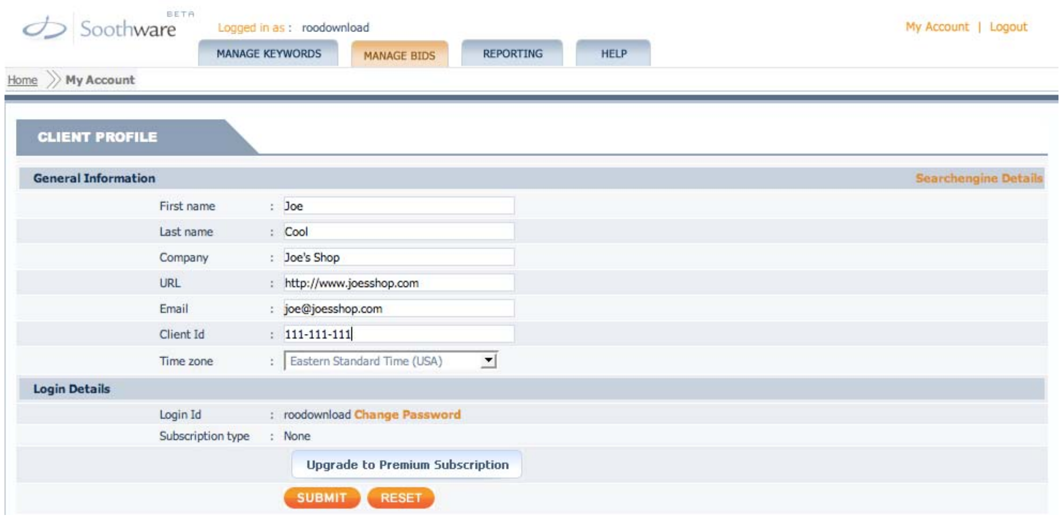
1. Your Soothware Account

- ### How do I change my Soothware account information?

  Once you are logged into Soothware, click the “My Account” link on the upper right corner of the page. You can then modify your name, email, password and other account details. You can also edit your search engine details by clicking on the “Searchengine Details” link in the top right corner of the “Client Profile” page.

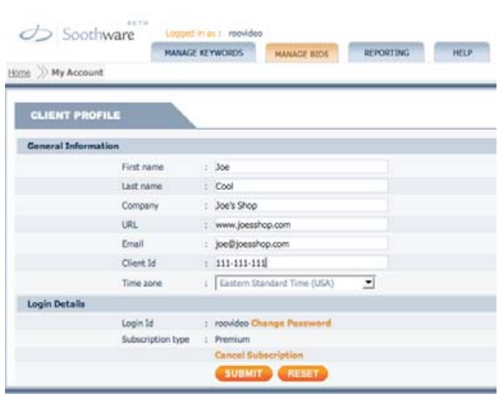


- ### How do I upgrade to a Premium Soothware subscription?

  Click the “Upgrade to Premium Subscription” button on the “Client Profile” page shown above. You will then have to provide payment details through Paypal. Your monthly subscription payment will be automatically paid each month once you go through the Paypal setup process.

- ### How do I cancel my Premium Soothware subscription?

  Click the “Cancel Subscription” link on the “Client Profile” page. You will be directed to Paypal in order to cancel the monthly subscription payment. You must cancel your subscription with Paypal in order to end the monthly payments. Alternatively, you can log in directly to your Paypal account to cancel your subscription.

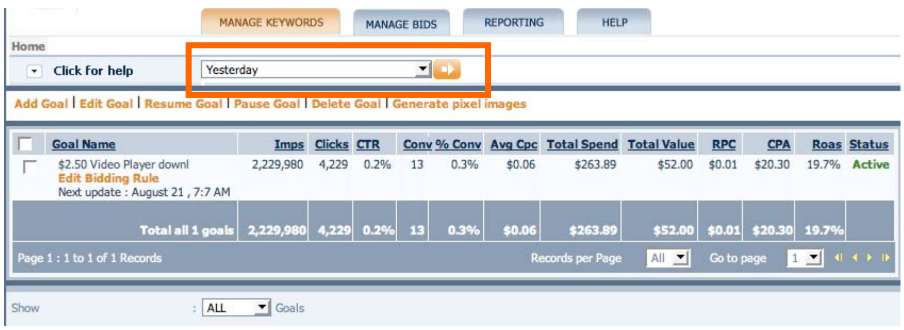


2. Account Dashboard

The Account Dashboard is the first page you see when you login to Soothware. This page provides a quick summary of your recent search marketing results and allows you to access the major areas of the site.

- **How do I change the date range on the account dashboard?**

  To change the date range on the main account dashboard. Select the desired date range from the drop down menu (as shown below). Available date ranges are: Yesterday, Last 7 Days, Last Week (Monday – Sunday), Last Business Week (Monday – Friday), This Month, Last Month, All Time, Custom Date Range.



- **What do the various terms on the dashboard (e.g., Imps, Clicks) mean?**

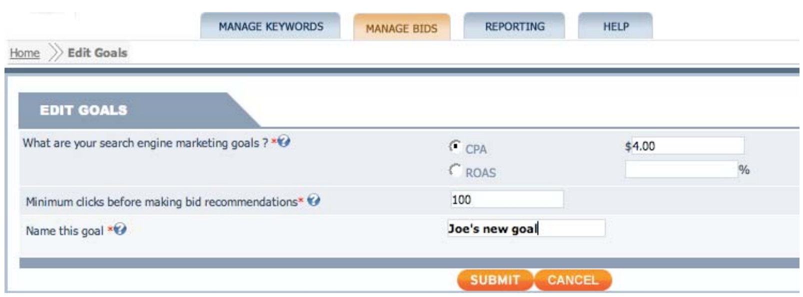
  See the glossary (pg. 13 – 14) for definitions of all these terms as well as other useful SEM terms.

3. Business Goal(s)

- **How do I edit my goal?**

  Click the box next to the goal you wish to edit and click "Edit Goal" as shown in the screenshot below.

You will then be brought to the page shown below. You can edit the type of goal and value of the goal. You can also change the number of minimum clicks before bid recommendations are made. Lastly, you can change the name of the goal. Click "Submit" once you have made your changes.



Note: If you change your goal from a CPA goal to a ROAS goal, you may need to change the format of the tracking pixel that you are using to provide Soothware with the information that we need to analyze your campaigns.

- **How do I set the right goal value?**

  Soothware supports two goal types used by many direct marketers: Cost per Action/Acquisition (CPA) and Return on Ad Spend (ROAS).

  CPA is the maximum amount of money that you will pay for a new customer, lead, or other "event" that can be tracked on your website. Many marketers use their estimate of the Lifetime Value from each new user as a Goal CPA. If you have a Bidding Rule, we will use the Goal Value you provide to set your bids.

  ROAS is the minimum return that you require from your advertising spend, calculated as revenue divided by ad spend. An ROAS goal of 200% indicates that you wish to make $2.00

in revenue for every $1.00 in ad spend. If you have a Bidding Rule set up, we will determine the right CPC bids for your keywords to help you meet your ROAS goal.

You can change your goal value at any time, so if you're not sure, enter your best guess and you can refine it based on results.

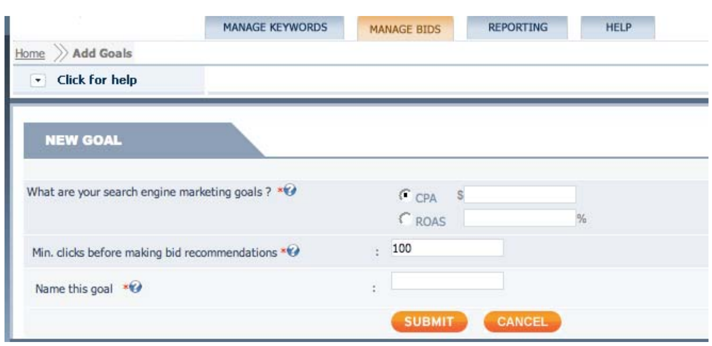
- **How do I create a new goal?**

  Click on the "Add Goal" link on the main account dashboard as shown below. Please note if you are a free user, you will have to upgrade to a premium subscription before you are able to create more than one goal.

Premium users will see the page below after selecting "Add Goal".   On this page, select your goal type – CPA or ROAS (see Glossary or earlier part of this section for detailed explanation of CPA and ROAS goals) and the appropriate value.

You need to enter the number of test clicks before bid recommendations are made. This allows Soothware to measure the conversion rate of each keyword before making any bid changes. If you're not sure of how many test clicks you should use, email accounts@soothware.com or post your question on soothware.ning.com for advice.

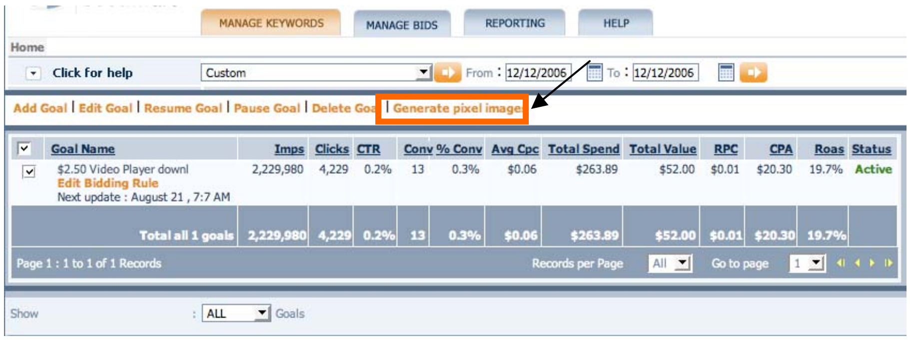
Finally you need to name the new goal.



4. Tracking pixels

- **How do I access my tracking pixel?**

  To access your tracking pixel, select the checkbox to the left of the relevant goal on the main account dashboard. Then click the “Generate Pixel Images” link as show below.



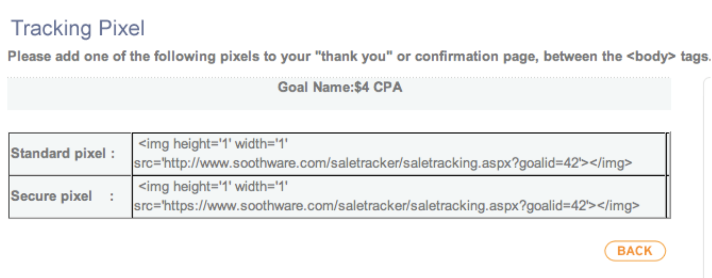
- **How do I add the tracking pixel to my site?**

  When the user completes a successful transaction on your site, an invisible 1x1 pixel on your “Thank You” page will allow Soothware to access the cookie, record the transaction, and map it to the click that originated the transaction.

  Each Soothware Goal has a unique HTML snippet associated with it. Get the HTML for your goal by selecting the Check Box to the left of the Goal from the user dashboard and clicking the “Tracking Pixel” link.

  Place the HTML code snippet on your thank you page to serve the pixel. This code snippet will look similar to the following:
  <img height='1' width='1'
  src='http://www.soothware.com/saletracker/saletracking.aspx?goalid=20'></img>

  The pixel should be placed within the <body> tags of your HTML, and should be served on every conversion. Our software will ignore all transactions that do not have an associated Soothware cookie.



<u>Secure pixels:</u> Soothware offers a secure pixel option for users whose confirmation page is hosted securely (https). Make sure that you choose the pixel that matches the security settings of your thank you page. If your thank you page is secured, choose the URL that begins with https:. Otherwise, use the pixel URL that begins with http:.

Tracking sales values: Marketers often want to track more than just the number of conversions as well as associate different values with each conversion. This might include total sales, margins, or a separate value for each product line.

Soothware supports these multi-valued pixels through the inclusion of a dynamic parameter at the end of the pixel's URL. The format is &amt=value, where value is replaced by the numerical value that you wish to associate with the transaction. For example, the following URL would be used to record a sale for $5.50, associated with goalid 20.

<img height='1' width='1'
src='http://www.soothware.com/saletracker/saletracking.aspx?goalid=20&amt=5.50'></img>

TEST YOUR TRACKING PIXEL: Make sure that your tracking pixel is working properly and matching your conversions before you set up an auto-bidding rule. Click through on one of the Soothware re-direct URLs and complete a transaction. You can email our team at accounts@soothware.com to confirm that it was successfully tracked.

- **Are there ever discrepancies between the tracking pixel and our web reporting tools?**

  It is not uncommon to have small discrepancies (5%-10%) between two systems, but anything larger suggests that there is a problem. Please contact us (support@soothware.com) if you have set the pixel correctly, but are not seeing results you expect. We also offer a number of tips and tricks for minimizing discrepancies in the Soothware community at Soothware.ning.com.

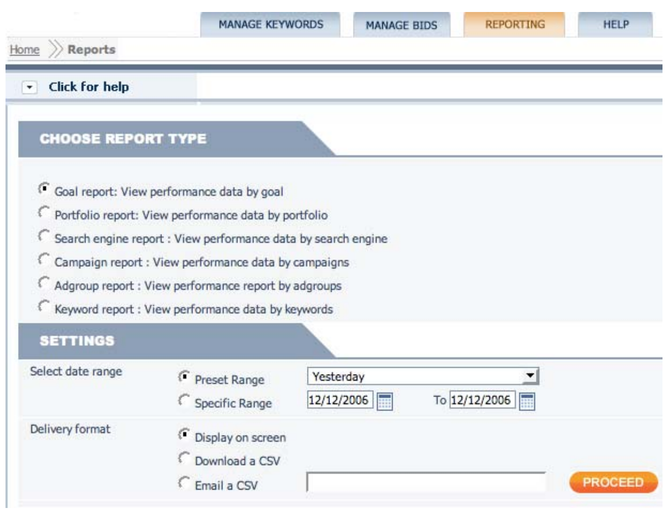
5. Reporting

- **What different report types are available?**

  From the main account dashboard, click on the report tab in order to select the type of report and date range of your choosing. You view your performance in a number of different ways – by Goal, Portfolio (see Glossary for definition of Soothware Portfolio), Search Engine, Campaign, AdGroup, or Keyword. For each of these views, you can view the same metrics shown on the main account dashboard (e.g., Imps, CTR, CPA)

- **How do I run a report?**

  From the main account dashboard, click on the report tab in order to select the type of report and date range of your choosing. You can select from 6 report types and various preset date ranges or you can create you own custom date range. Finally, you can choose to view the report on screen, download it into a CSV which can be view in Excel, or have a CSV emailed to you. Click “Proceed” once you have chosen your report type, date range, and delivery format in order to view the report.



6. Bidding Rules

- **How do I create a bidding rule?**

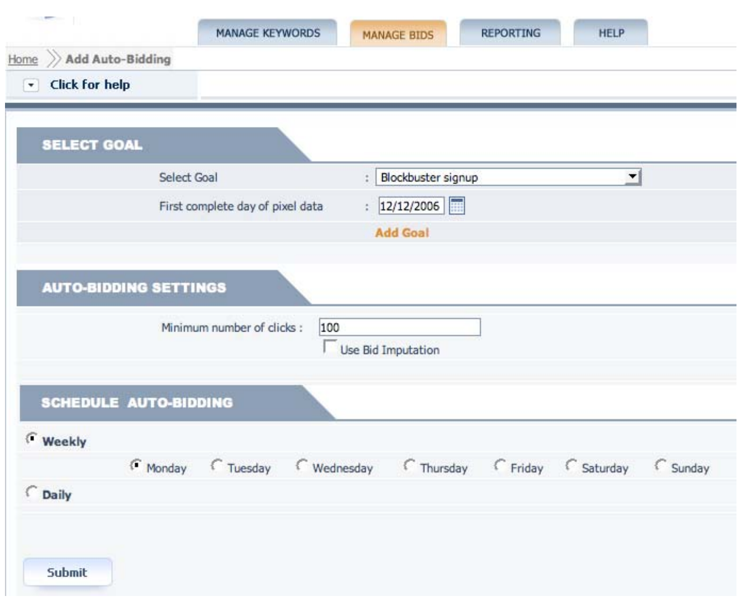
  If you do not have a bidding rule for your goal, click on "Add Bidding Rule" below your goal name on the main account dashboard (as highlighted below).

  You will then be brought to the screen below. On this page you enter the number of test clicks before bid recommendations are made as well as your schedule for bid recommendations. If you are a premium user with multiple goals, you must select the goal for which you are adding the bidding rule from the drop down menu.

  <u>Test Clicks</u>: You need to enter the number of test clicks before bid recommendations are made. This allows Soothware to measure the conversion rate of each keyword before making any bid changes. If you're not sure of how many test clicks you should use, email accounts@soothware.com or post your question on soothware.ning.com for advice.

  <u>Bid Imputation</u>: You can also use a Soothware bidding rule to change the CPCs on "long-tail" keywords – keywords that do not get enough clicks to reach the minimum click threshold – if you choose the option labeled "Bid Imputation."

  <u>Schedule Auto-Bidding</u>: If you are a free user, you can only receive bid recommendations once a week but you have the ability to select on which day you receive the bid recommendations. Free users must upgrade to receive more frequent recommendations or automated implementation of recommendations. Premium users receive automated daily bid changes. Premium users can also select a custom schedule of once per week, or two or more days if desired.



- **How do I edit an existing bidding rule?**

From the main account dashboard, click "Edit Bidding Rule" (as shown below).

You will then be brought to the page displayed below. On this page you have the ability to modify the number of test clicks before bid recommendations are made as well as your schedule for bid recommendations.

<u>Test Clicks</u>: You need to enter the number of test clicks before bid recommendations are made. This allows Soothware to measure the conversion rate of each keyword before making any bid changes. If you're not sure of how many test clicks you should use, email accounts@soothware.com or post your question on soothware.ning.com for advice.

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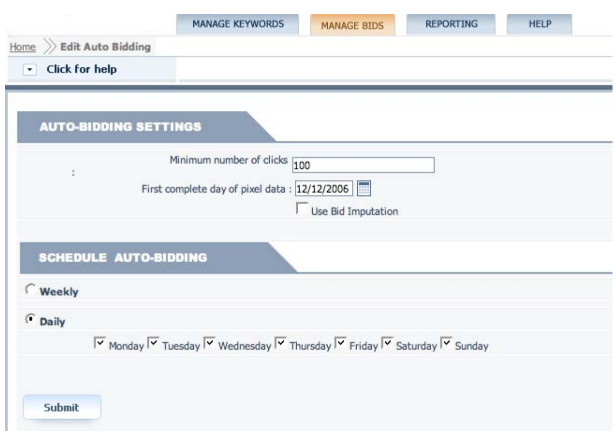
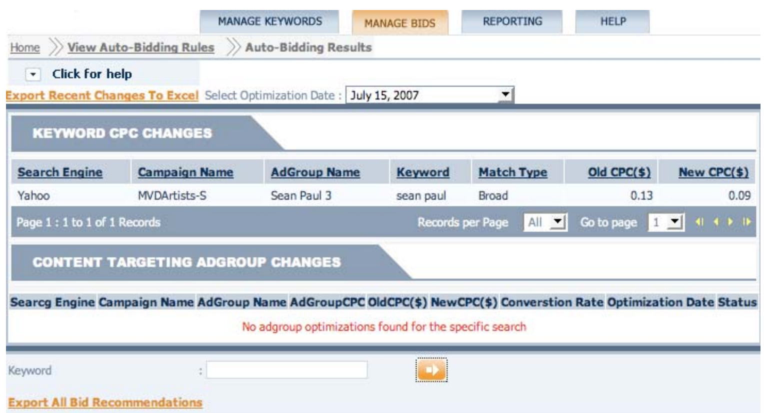


- **How can I view recent optimization results?**

  To view optimization results, click on the “Manage Bids” tab on the main account dashboard. You can then click “Results” as shown below in order to view any recent bid changes.

As shown below, you can view the bid changes by keyword. You can change the date from the drop down menu. You can also export the bid changes to excel. Remember, premium users have these bid changes automatically updated with the search engines. Free users can download the bid recommendations into Excel and then upload the bid changes to the search engines.



7. Glossary

Bid Imputation
A Soothware bidding rule designed to change the CPCs on keywords that do not get enough clicks to reach the minimum click threshold. Changes the bids on these low click keywords based on the average conversion rates of its AdGroup.

Clicks
The total number of paid clicks that were purchased during the period.

Click through Rate (CTR)
The rate at which viewers are clicking on your ad. Calculated as Clicks / Impressions.

Conversions
Total number of clicks that result in an action (e.g., revenue generated, lead generated). % conversion is calculated as Conversions / Clicks.

Cost Per Action or Cost Per Acquisition (CPA)
CPA is the maximum amount of money that you will pay for a new customer, lead, or other "event" that can be tracked on your website. If you have a Bidding Rule set up, Soothware will determine the right CPC bids for your keywords to help you meet your CPA goal.

Cost per Click (CPC)
The average cost paid to the search engines for each paid click.

Goal
Soothware determines the right CPC bids for your keywords to help you meet your business goal. Soothware supports two goal types used by many direct marketers: Cost per Action/Acquisition (CPA) and Return on Ad Spend (ROAS).

Impressions (Imps)
The total number of times your ads were shown.

Long Tail Keyword
A keyword that has a low number of clicks making it difficult to determine an appropriate bid for that keyword.

Return on Ad Spend (ROAS)
ROAS is the minimum return that you require from your advertising spend, calculated as revenue divided by ad spend. An ROAS goal of 200% indicates that you wish to make $2.00 in revenue for every $1.00 in ad spend. If you have a Bidding Rule set up, Soothware will determine the right CPC bids for your keywords to help you meet your ROAS goal.

Revenue Per Click (RPC)
This is the average amount of revenue earned for every paid click.

Soothware Campaign
Soothware Campaigns allow you to group a number of campaigns that you will want to manage or analyze in a similar fashion or compare to other portfolios that you're running. This can be useful for A/B testing. A Soothware Campaign is a subset of a Portfolio.

Soothware Portfolio
Soothware Portfolios allow you to group a number of campaigns that you will want to manage or analyze in a similar fashion or compare to other portfolios that you're running. This can be useful for A/B testing.

Total Spend
The total amount of money spent on search engine advertising for a given time period.

Total Value
Calculated at the Goal Value * Number of Conversions or is an actual revenue figure provided via the tracking pixel if you are optimizing based on a Return on Ad Spend goal.