

The power to attract buyers.

**Microsoft® adCenter**  
Customers are just drawn to it.

How to attract customers to you at **StartadCenter.com**

**Reach further than your competition.**

When placing ads for your clients, it's your job to determine which search engines will reach the most prospects. Many search marketers stop with Google and Yahoo—and this is where you can gain an advantage.

96 million MSN users, 81% are recent online buyers.

By adding your search ads to Microsoft adCenter, you'll access 96 million MSN® users, 81% of whom have purchased online in the past six months.<sup>1</sup> Just trying adCenter could give your campaigns a boost that your clients notice.

**Go for conversions.**

Click-throughs are a solid measure of how effectively your keywords and search ads draw search users. But to help your clients' achieve ROI, you need conversions.

The most obvious way to improve conversion is to get your search ads to appear in front of proven buyers. And search users of MSN fit the description, beating Google in average conversion rate in four out of five categories.<sup>2</sup>

**Target buyers.**

Effective marketing begins with good targeting. You want the right people to see your ad, at the right time, with the right offer. To do this, you need to know something about your audience.

Next, you need to tools to target—and adCenter offers some of the most sophisticated tools available, letting you filter by geography, demographics and even week- and day-part.

Search users on MSN converted at a higher average rate than Google users over the last four quarters.

**I'll do the grunt work for you.**

Want to try adCenter, hassle-free? I'll have one of our experts guide you through the sign up process for free. We call it our QuickLaunch program and it usually costs \$XXX, but you'll pay nothing.

To get started, just visit me at **Start adCenter.com/XXXX** and enter offer code: XXXXXXXX-XXXXXXX.

Or just pick up the phone and call 1 800-XXX-XXXX.

**Case Study:**

Read how **Did-it Search Marketing** increased their client's ROI by 20% with adCenter.



**Did-it Search Marketing** was tasked by clothing manufacturer ExOfficio to formulate a search marketing strategy that would engage the company's sophisticated primary audience, while maximizing their return on investment.

The search marketer added Microsoft adCenter to their offerings, and doing so was a huge success—**achieving over 20% greater ROI than the engine average.**

"In all engines, the ExOfficio campaign has been about reaching a high-end niche clientele," says Did-it Search Marketing's CEO Bill Wise. "As you can see from the results, adCenter has made it that much easier to reach that clientele."

Did-it now looks forward to leveraging MSN's powerful audience by significantly expanding ExOfficio's adCenter presence.

**Ready to see how adCenter can improve your clients' ROI?**

Sign up for adCenter today and get live help from a search expert for free. Visit **StartadCenter.com/XXXXXX** and enter offer code: XXXXXXXX-XXXXXX. Or call 1 800-XXX-XXXX.

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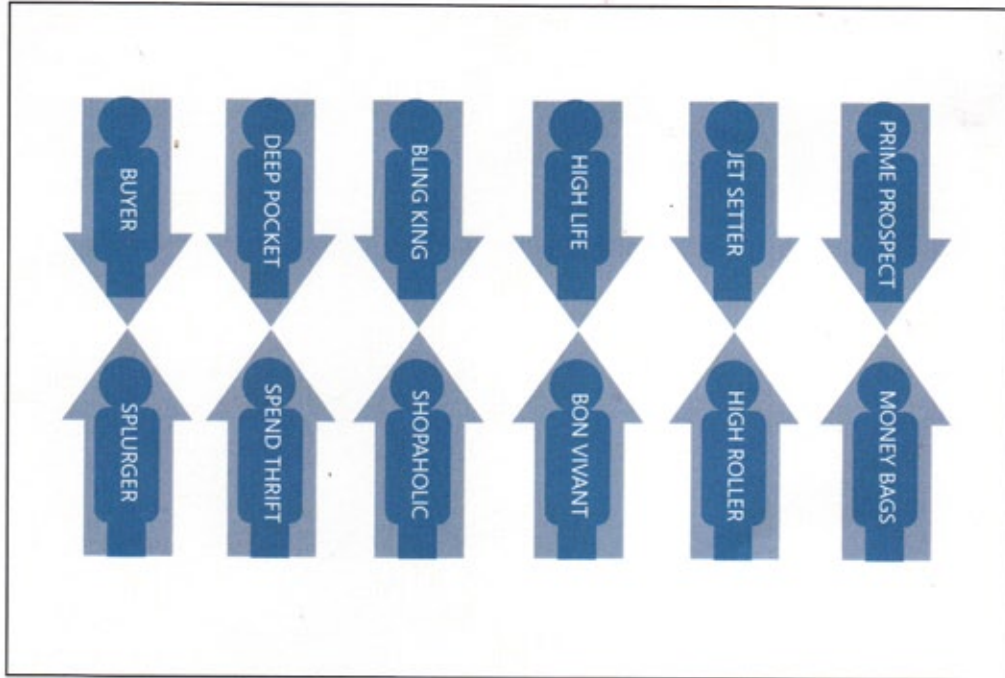
Now to attract customers to you at **Starta** com

**Want more customers for your clients? Stick with me.**

Hi, I'm Search Master Steve and I'm here to help you help your clients get the most out of paid search advertising. As you know, the more successful your clients are, the more valuable you become to them. So let's look at some ways you can get them more sales for their clicks.

Sign up for adCenter today and one of our live search experts will guide you through the entire sign-up process. It's called QuickLaunch and it's a \$XXX value that you'll get free if you act before XXXX/XX/XXXX.

ms adCenter\_Magnet Mailer  
Die-cut Magnet Sheets



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Learn how to attract customers to you at [StartadCenter.com](http://StartadCenter.com)





ms adCenter\_Magnet Mailer  
Address Panel\_6x9

From Steve  
**Microsoft adCenter**  
One Microsoft Way  
Redmond, WA 98052




Get live support starting an adCenter search campaign  
if you sign up by XX/XX/XXXX

Visit **StartadCenter.com/xxxx** and enter offer code: XXXXXXXX-XXXXXX Or call **1 800-XXX-XXXX**.

Sample A. Sample  
Company  
5555 Anystreet Avenue  
Townsville, ST 5555555  
XXX XXX XXX  
XXX XXX XXX

**Not the right person to receive this?** Please give it to someone who is!

ms adCenter\_Magnet Mailer  
Billboard Panel\_6x9

A man with glasses, wearing a dark blue sweater over a light-colored collared shirt, is sitting on a wooden crate. He is smiling and looking towards the camera. The background is plain white.

Search Master Steve says:

There's one thing you should never overlook in a paid-search engine.

Microsoft adCenter