

## Tier Two Networks

New ad networks are popping up all the time. Some of them have earned a negative reputation as providers of poor quality traffic. Unfortunately, these networks have not operated with advertisers' best interests in mind and, as a result, Tier Two networks in general have received a bad rap. It's important to remember, however, that not all networks are created equal. Before initiating a partnership with a Tier Two network, you need to ensure they can deliver the quality traffic you are seeking. Here's a useful checklist of issues to address while you are vetting search networks, along with some specific questions to ask to allow you to determine if the network is a fit to help you reach your PPC campaign goals:

**Some networks employ partnerships with third parties to help ensure click quality and safeguard against invalid traffic. For instance, Anchor Intelligence and Click Forensics are two traffic-quality solution companies that many networks work with to serve as a kind of check and balance to their internal traffic controls.**

### VETTING A TIER TWO NETWORK

**Experience** – It's important to work with a tried-and-tested network with a proven track record. How long have they been in business? Can they share client case studies and/or testimonials as validation of their achievements?


**Third-Party Partnerships** – Some networks employ partnerships with third parties to help ensure click quality and safeguard against invalid traffic. For instance, Anchor Intelligence and Click Forensics are two traffic-quality solution companies that many networks

work with to serve as a kind-of check and balance to their internal traffic controls. Ask if the network has any of these traffic-quality partnerships in place and if/how they filter invalid traffic.

**Targeting and Tracking Capabilities** – You need to assess whether the Tier Two network you are evaluating operates on a platform with the necessary capabilities to meet your targeting needs. Determine if they offer any or all of the following:

- Geo-targeting that allows you to focus your ads in the location of your desired customers;
- Ad scheduling or dayparting so that you can schedule your ads to only appear at certain times of day; and
- Conversion tracking to give you visibility into what traffic sources are converting for you and which ones aren't—so that you can adjust campaigns accordingly.

**Customer Service** – Make sure the network you are considering has the customer support to help you optimize your campaigns and reach your goals. Will they offer you a dedicated account manager? Who will be held accountable for helping you ensure your campaigns are running smoothly?

Asking these basic questions are the first steps toward broadening your PPC campaigns to include valued and trusted Tier Two networks that will deliver quality traffic to your e-commerce site. Leverage these questions as a starting point to rely upon when you're looking to expand your reach beyond your existing PPC campaigns. 

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