



# MONO & MATCHCRAFT

## ULTIMATE CAMPAIGN SUCCESS

We have partnered to make search campaigns more successful for SMBs by feeding real-time analytics from Mono Landing Pages into the MatchCraft platform.

### MONO-MATCHCRAFT INTEGRATION

Search engine marketing (SEM) is an increasingly important way of driving traffic to websites. The integration simplifies the management of MatchCraft SEM campaigns by automatically improving campaigns based on real-time analytics captured on the Mono Solutions Landing Pages.

### OPTIMAL PERFORMANCE

The integration helps accelerate conversion for the client, while saving resellers time and lowering production cost. Clients benefit from a high-performing search campaign, which drives higher return-on-investment (ROI).

### DATA TRACKED ON KEYWORD LEVEL

Any data that represents performance for a given keyword in a campaign is tracked, including form submissions, telephone calls, clicks, revenue and more.

### REPORTING

All performance data is aggregated into MatchCraft's reporting elements as well as the landing page (website) reporting dashboard. MatchCraft can provide a unified report showing overall campaign and page-level performance including ROI for the customer.

## HOW IT WORKS

Typically used on landing pages, the integration feeds all post-click activity on a keyword-level basis and feeds the data directly into the MatchCraft platform.

To save time, Mono Landing Pages are automatically configured to capture data through Google Analytics. The post-click activity data is automatically passed on to the MatchCraft platform via the Mono API. This real-time information helps sophisticated bidding algorithms make adjustments on a client's campaign.

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## TOGETHER YOU GET MORE

More and more SMBs are looking for one provider when it comes to their digital presence needs. The integration between Mono Solutions and MatchCraft combines two very powerful platforms to help you be the that one trusted digital advisor.

## CONTACT

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