



Search Advertising **Winter 2015**



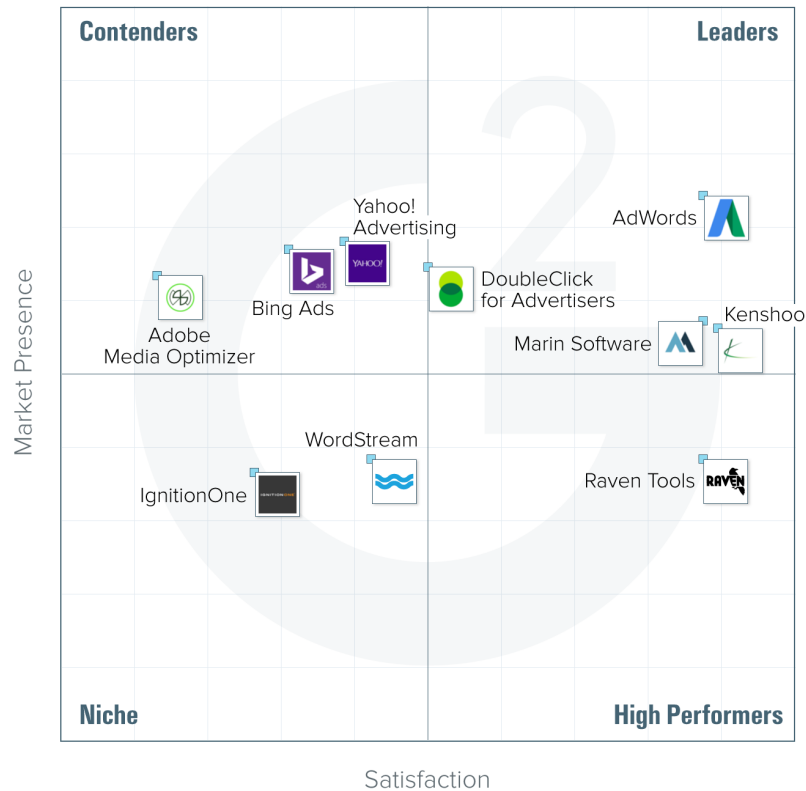
World's leading business software review platform

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Search Advertising Products

G2 Crowd GridSM for **Search Advertising** Winter 2015



Products

Products shown on the Grid for Search Advertising have received a minimum of 10 reviews/ratings in data gathered by January 01, 2015. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid:

- ▶ **Leaders** offer Search Advertising products that are rated highly by G2 Crowd users and have substantial scale, market share, and global support and service resources. Leaders include: AdWords, Kenshoo, Marin Software, and DoubleClick for Advertisers
- ▶ **High Performers** provide products that are highly rated by their users, but have not yet achieved the market share and scale of the vendors in the Leader category. High Performers include: Raven Tools
- ▶ **Contenders** have significant scale and resources, but their products have received below average user satisfaction ratings or have not yet received a sufficient number of reviews to validate their products. Contenders include: Yahoo! Advertising, Bing Ads, and Adobe Media Optimizer
- ▶ **Niche** vendors do not have the scale and market share of the Leaders. They may have been rated positively on customer satisfaction, but have not yet received enough reviews to validate their success. Niche include: WordStream and IgnitionOne Digital Marketing Suite

Products not yet on the GridSM

Products with fewer than 10 reviews are not included in the GridSM. Some notable products not yet included are Acquisio, Sizmek, adCore, and Clickable. Users of these products are encouraged to visit the [Search Advertising category page](#) and write a review.

GridSM Scores for Search Advertising

The table below shows the satisfaction and market presence scores that determine vendor placement on the Grid. To learn more about each of the products, please see the executive profile section.

Leaders

	# of Reviews	Satisfaction (normalized)	Market Presence	G2 Score
AdWords	91	90	77	83
Kenshoo	85	92	57	74
Marin Software	80	90	58	74
DoubleClick for Advertisers	24	50	66	58

High Performers

	# of Reviews	Satisfaction (normalized)	Market Presence	G2 Score
Raven Tools	55	90	38	64

Contenders

	# of Reviews	Satisfaction (normalized)	Market Presence	G2 Score
Yahoo! Advertising	20	38	70	54
Bing Ads	65	30	69	49
Adobe Media Optimizer	16	11	65	38

Niche

	# of Reviews	Satisfaction (normalized)	Market Presence	G2 Score
WordStream	13	42	37	39
IgnitionOne Digital Marketing Suite	13	25	35	30

GridSM Methodology

Search Advertising Market Definition

Search Advertising software, also referred to as paid search or search engine marketing (SEM), refers to products that automate the processes to buy, manage, and place advertisements on search engines such as Google, Bing, or Yahoo!. Search advertisements are targeted based on keywords searched and appear above or to the side of organic search results. Search advertisements may be placed directly through a first-party platform such as Google AdWords, Bing Ads, or Yahoo! Advertising, or through a third-party platform.

This report includes both first-party and third-party platforms. Third-party platforms may manage ad campaigns across multiple search engines. These platforms may also offer functionality to serve ads through display, video, mobile, or social channels. To compare product capabilities specific to these channels, please visit the category pages for [Display Advertising \(Advertiser\)](#), [Video Advertising \(Advertiser\)](#), [Mobile Advertising \(Advertiser\)](#), and [Social Advertising \(Advertiser\)](#).

Common Advertising Acronyms

SEM - Search Engine Marketing

SEO - Search Engine Optimization

PPC - Pay Per Click

CPC - Cost Per Click

CPA - Cost Per Action/Cost Per Conversion

CTR - Click Through Rate

CPM - Cost Per Mille (cost per thousand impressions)

CPV - Cost Per View

ROI - Return On Investment

ROAS - Return On Advertising Spending

KPI - Key Performance Indicator

PLA - Product Listing Ads

Grid Rating Methodology

The Grid represents the democratic voice of real business and marketing users, rather than the subjective opinion of one analyst. G2 Crowd rates search advertising products algorithmically based on data sourced from product reviews shared by G2 Crowd users and data aggregated from online sources and social networks.

Technology buyers can use the Grid to help them quickly select the best search advertising product for their business; to set realistic goals for their marketing initiatives, and to find peers with similar experiences. For vendors, media, investors, and analysts, the Grid provides benchmarks for product comparison and market trend analysis.

Grid Scoring Methodology

G2 Crowd rates products and vendors based on ratings and reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique, patent-pending algorithm to this data to calculate the product strength and vendor market presence scores in real time.

The satisfaction rating is affected by the following (in order of importance):

- ▶ Overall Customer Satisfaction and Net Promoter Score (NPS) based on ratings by G2 Crowd users
- ▶ Customer satisfaction with second-level product attributes based on user reviews
- ▶ Popularity and statistical significance based on number of ratings and reviews received by G2 Crowd

The market presence score is affected by the following (in order of importance):

- ▶ Number of employees for product and parent company (based on social networks and public sources)
- ▶ Market share based on share of voice including number of ratings and reviews received
- ▶ Vendor momentum based on web traffic and Google search trends
- ▶ Product social impact based on Klout score and Twitter followers
- ▶ Vendor social impact based on Klout score, Twitter, and LinkedIn followers
- ▶ Revenue and year over year revenue growth rate (if available)
- ▶ Age of company (number of years in operation)
- ▶ Employee satisfaction and engagement (based on social network ratings)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 Crowd up to January 1, 2015. The ratings may change as the products are further developed, the vendors grow, and as additional opinions are shared by users. G2 Crowd updates the ratings on its website in real-time as additional data is received, and we will update this report at least twice per year. By improving their products and support and/or by having more satisfied customer voices heard, contenders may become leaders and niche vendors may become high performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account to validate a G2 Crowd user's identity and employer and verify all reviews manually. We do not allow users to rate their employer's products or those of their employer's competitors. Though we share reviews from business partners (they often contain valuable content), we filter out business partner ratings in our aggregate ratings to avoid bias.

Our G2 Crowd staff does not add any subjective input to the ratings, which are determined algorithmically

based on data aggregated from publicly available online sources and social networks. Vendors cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid Inclusion Criteria

All products in a G2 Crowd category that have at least 10 reviews/ratings from real users of the product will be included in the Grid. Inviting other users, such as colleagues and peers to join G2 Crowd and share authentic product reviews will accelerate this process.

If a search advertising product is not yet listed on G2 Crowd and it fits the search advertising market definition above, then users are encouraged to suggest its addition to our [Search Advertising category](#).

Product Executive Summaries

Executive profiles and detailed charts are included for products with 10 or more reviews.



AdWords

★★★★☆ (101)

4.1 out of 5 stars



Vendor Information

Vendor: Google (Nasdaq: GOOG)

Location: Mountain View, CA

Founded: 1998

2013 Revenue: \$55,519.0 MM

Employees (on LinkedIn): 55213

Website: <http://www.google.com>

Highest-Rated Features

Paid Keyword Optimization

92%

Average 85%

Ad and Conversion Tracking

91%

Average 84%

Performance and Reliability

90%

Average 81%

Lowest-Rated Features

Scenario Planning

70%

Average 72%

Offline Capabilities

73%

Average 60%

Notifications

76%

Average 71%

Executive Summary

AdWords has been named a Leader based on receiving a high customer satisfaction score and having a large market presence. AdWords has the largest Market Presence among Search Advertising products. 80% of users rated it 4 or 5 stars and 77% of users believe AdWords is headed in the right direction.

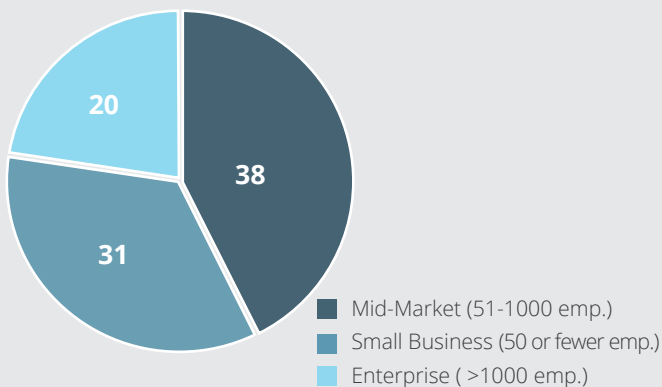
As the pioneer in search marketing and the most direct entryway to Google's search engine, users noted that considering AdWords is a must when choosing paid search solutions. It is easy to pick up and get started with tutorials provided by Google. A noted benefit of AdWords is its PPC model, in which advertisers only pay when their ads are clicked, ensuring ad dollars are spent solely on conversions. However, Google's large audience has turned into a competitive battleground for search marketers and highly sought after keywords can be rather costly, especially for companies with smaller ad budgets.

Users recommended keeping a close eye on campaigns to ensure they are running efficiently and garnering an acceptable ROI. They suggested beginners start small with a handful of keywords and low CPCs to evaluate ROI before committing more resources towards the tool. When moving beyond basic campaigns, reviewers also noted that having a certified AdWords expert or hiring an outside consultant to make sure campaigns are fully optimized will save headaches and wasted advertising dollars.

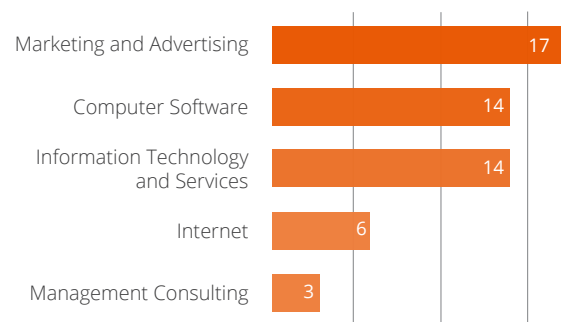
Reviewers praised Google for continually adding new features to AdWords, though they noted that these frequent updates can cause confusion at times. They also disliked that customer support was not readily available to help users adjust to changes or address other issues that arose when using the software.

AdWords

Review Breakdown



Top Industries Represented





Kenshoo

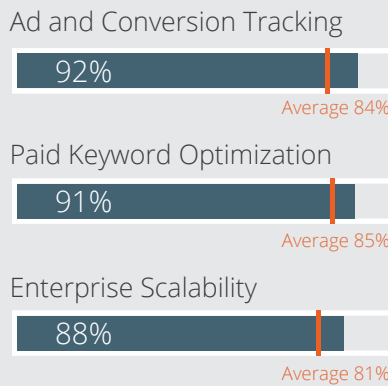
★★★★☆ (88)
4.3 out of 5 stars



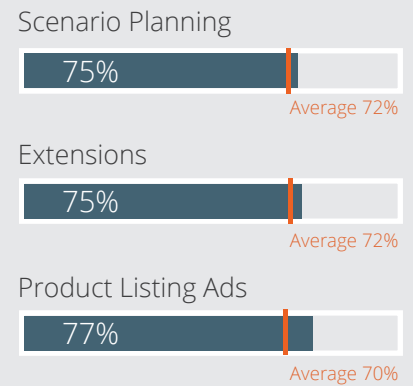
Vendor Information

Vendor: Kenshoo
Location: Tel Aviv, Israel
Founded: 2006
2014 Revenue: n/a (private company)
Employees (on LinkedIn): 499
Website: <http://www.kenshoo.com>

Highest-Rated Features



Lowest-Rated Features



Executive Summary

Kenshoo has been named a Leader based on receiving a high customer satisfaction score and having a large market presence. Kenshoo received the highest Satisfaction score among Search Advertising products. 89% of users rated it 4 or 5 stars and 90% of users believe Kenshoo is headed in the right direction.

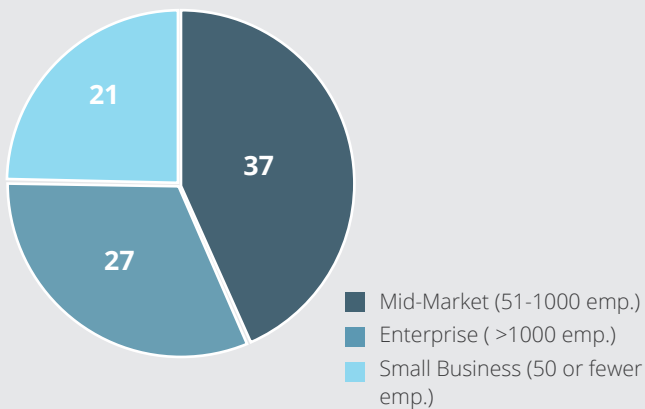
Kenshoo is a third-party advertising suite that ties directly into first-party search engine campaign tools such as AdWords and Bing Ads as well as social platforms like Facebook and Twitter, allowing users to buy search, social, mobile, display, and video ads on these networks. Kenshoo also provides functionality for forecasting, measurement, and attribution across channels. In reviews of its search advertising capabilities, Kenshoo was mainly used to manage large campaigns, and a majority of reviewers worked at agencies.

The most praised feature of Kenshoo was its advanced search functionality within the platform. Users described it as an incredible time saver, allowing them to easily cut through large amounts of data to find the campaign information they needed. In addition, many users liked Kenshoo’s desktop editor, which gave them the freedom to update campaigns and make changes without an Internet connection. Users noted, however, that the desktop platform could be buggy and have occasional performance issues.

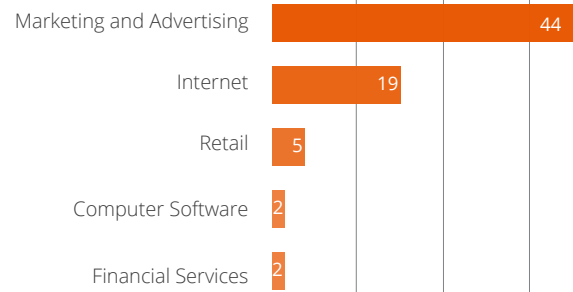
Kenshoo users touted its automated bid optimization platform, which automatically suggests bid adjustments based on machine learning and makes changes once the administrator approves the suggestions. This allowed users to efficiently manage large volumes of search campaigns. On the other hand, some users noted that the manual bid optimization processes were cumbersome, and suggested using the automated functions as much as possible. A few users also experienced slow speeds when dealing with heavy data loads. Reviewers recommended the Kenshoo support staff, which was always available and helpful in providing a solution to any issues that arose.

Kenshoo

Review Breakdown



Top Industries Represented





Marin Software

★★★★☆ (87)

4.2 out of 5 stars



Vendor Information

Vendor: Marin Software (NYSE: MRIN)

Location: San Francisco, CA

Founded: 2006

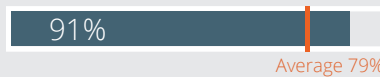
2014 Revenue: \$77.3 MM

Employees (on LinkedIn): 618

Website: <http://marinsoftware.com>

Highest-Rated Features

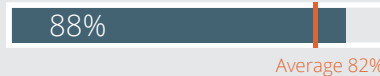
Reports



Paid Keyword Optimization

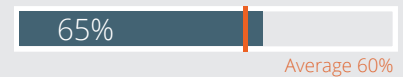


User, Role, and Access Management



Lowest-Rated Features

Offline Capabilities



Extensions



Product Listing Ads



Executive Summary

Marin Software has been named a Leader based on receiving a high customer satisfaction score and having a large market presence. 94% of users rated it 4 or 5 stars and 89% of users believe Marin Software is headed in the right direction.

Marin Software is a third-party cross-channel advertising tool that allows users to manage search, display, video, mobile, and social campaigns. Marin ties into Google AdWords and Bing Ads to manage keyword campaigns on both search networks. Users noted that this ability to view all search advertising activity in a single location was one of the key benefits of using the software. Marin Software received 80 reviews in the Search Advertising category, and a majority were from reviewers at agencies.

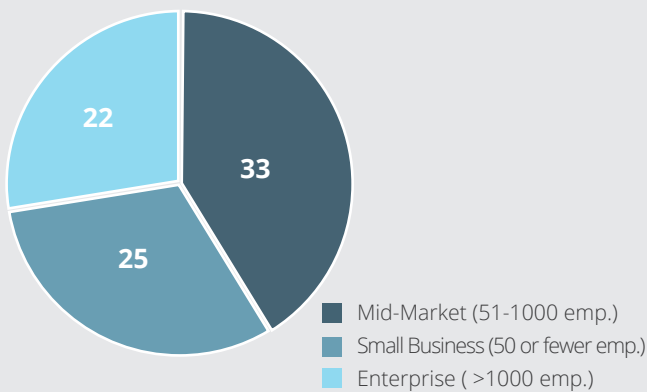
The ability to scale the software to manage thousands of keywords across multiple accounts was essential to Marin users. Reviewers noted features such as tagging dimensions and bulk editing that made it easy to manage large campaigns. Furthermore, users raved about Marin's bidding algorithm and robust reporting and tracking capabilities, which helped them optimize ad spend to achieve the highest ROI.

Reviewers mentioned that the software's interface was intuitive and easy to use, though they noticed that it occasionally ran slowly when uploading and managing large volumes of data. Users had some grievances with bugs in the new SmartGrid, but acknowledged that it will be a powerful feature once these issues are resolved. Additionally, reviewers expressed that campaign forecasting capabilities are not yet up to par with other tools. Overall, users were satisfied with Marin's support and consistent improvements to the software, which was reflected in an average quality of support rating of 85%.

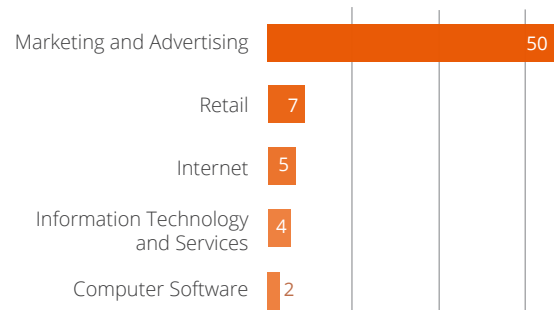
With a steep price tag, users noted that Marin may not be a practical tool for small-time search marketers, but its ability to scale across multiple accounts and manage high volumes of campaigns makes it a tool to be considered for power users and large-scale advertisers.

Marin Software

Review Breakdown



Top Industries Represented





DoubleClick for Advertisers

★★★★☆ (48)

3.9 out of 5 stars



Vendor Information

Vendor: Google (Nasdaq: GOOG)

Location: Mountain View, CA

Founded: 1998

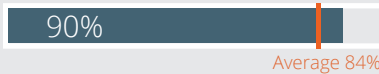
2014 Revenue: \$55,519.0 MM

Employees (on LinkedIn): 55213

Website: <http://www.google.com>

Highest-Rated Features

Ad and Conversion Tracking



Paid Keyword Optimization

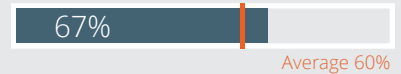


User, Role, and Access Management



Lowest-Rated Features

Offline Capabilities



Scenario Planning



Extensions



Executive Summary

DoubleClick for Advertisers has been named a Leader based on receiving a high customer satisfaction score and having a large market presence. 79% of users rated it 4 or 5 stars and 83% of users believe DoubleClick is headed in the right direction.

Purchased by Google in 2007, DoubleClick for Advertisers offers a range of digital advertising products including solutions for search, display, video, mobile, as well as a DSP tool for real time bidding.

DoubleClick for Advertisers received 24 reviews in the Search Advertising category.

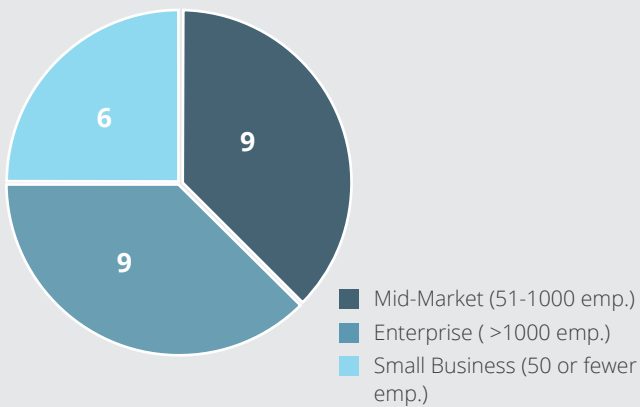
With an interface akin to Google AdWords, many users touted DoubleClick's ease of use and intuitiveness. Some users expressed confusion due to continuous product updates and focus group testing. These updates were effective however, as 95% of reviewers agreed that the product is heading in the right direction.

Users also noted that while DoubleClick offers a vast amount of data, it needs to be exported and formatted. Many users observed that creating easy-to-read reports took up to 24 hours to be prepared, often in Excel.

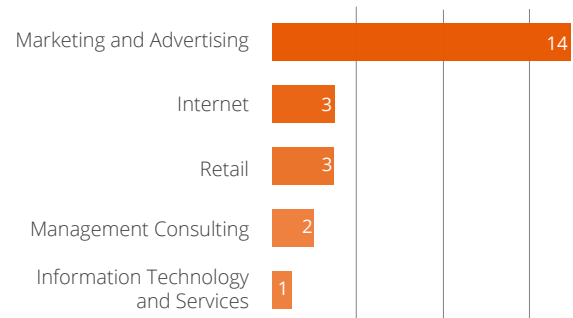
The biggest pain point for DoubleClick users was its customer support, which was given an average satisfaction rating of 66%. Users found that while there is plenty of documentation online, real-time phone support was not often available.

DoubleClick for Advertisers

Review Breakdown



Top Industries Represented





Raven Tools

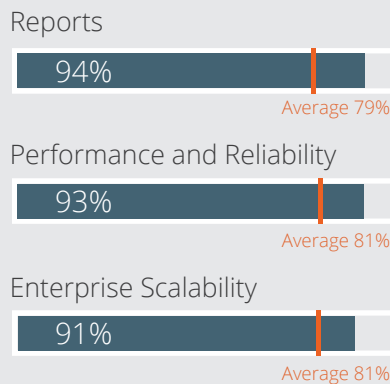
★★★★☆ (80)
4.5 out of 5 stars



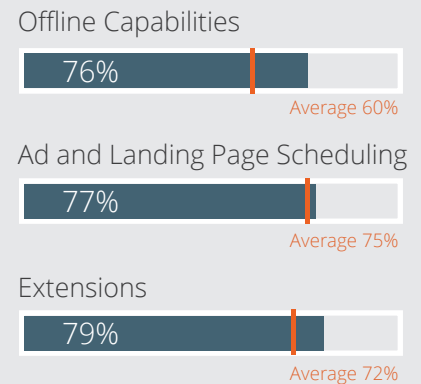
Vendor Information

Vendor: Raven Tools
Location: Nashville, TN
Founded: 2007
2013 Revenue: n/a (private company)
Employees (on LinkedIn): 28
Website: <http://www.raventools.com>

Highest-Rated Features



Lowest-Rated Features



Executive Summary

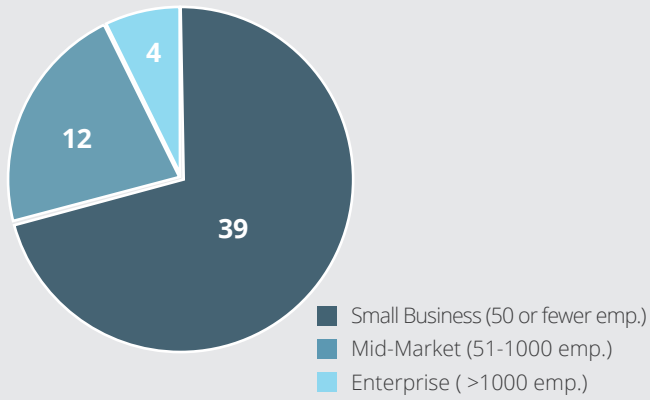
Raven Tools has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 96% of users rated it 4 or 5 stars and 92% of users believe Raven Tools is headed in the right direction.

Raven Tools offers software for PPC campaigns, SEO, social media analytics, and content marketing. Users can purchase the entire suite or each individual product. Raven Tools received 55 reviews in the Search Advertising category. Its PPC tool offers an AdWords integration in which users can manage AdWords campaigns within the platform.

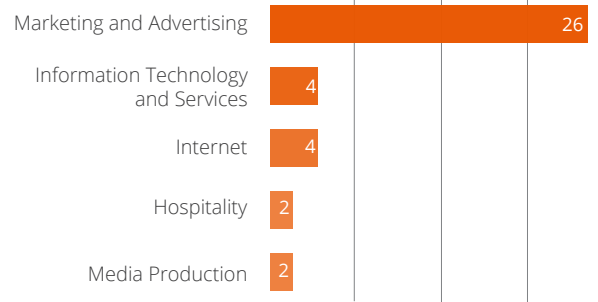
Raven Tools was mainly used by users from small businesses with 50 or fewer employees (70%), and users appreciated its simplicity. The functionality that was most highly regarded, and most utilized, by Raven Tools users was its reporting and analytics. The ability to pull in multiple different analytic and reporting tools into a single platform saved users time and allowed them to view data in new ways. On the downside, reviewers noted that the interface was clunky and slow at times. Users also praised the Raven Tools customer support team for being fast and responsive.

Raven Tools

Review Breakdown



Top Industries Represented





Yahoo! Advertising

★★★★☆ (21)

3.7 out of 5 stars

Vendor Information

Vendor: Yahoo (NASDAQ: YHOO)

Location: Sunnyvale, CA, USA

Founded: 1994

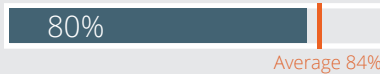
2014 Revenue: \$4,680.4 MM

Employees (on LinkedIn): 12832

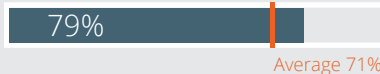
Website: <http://www.yahoo.com>

Highest-Rated Features

Ad and Conversion Tracking



Notifications

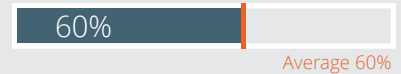


User, Role, and Access Management

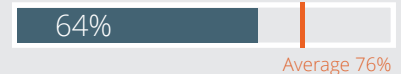


Lowest-Rated Features

Offline Capabilities



APIs



Scenario Planning



Executive Summary

Yahoo! Advertising has been named a Contender based on receiving a low customer satisfaction score and having a large market presence. 80% of users rated it 4 or 5 stars and 85% of users believe Yahoo! is headed in the right direction.

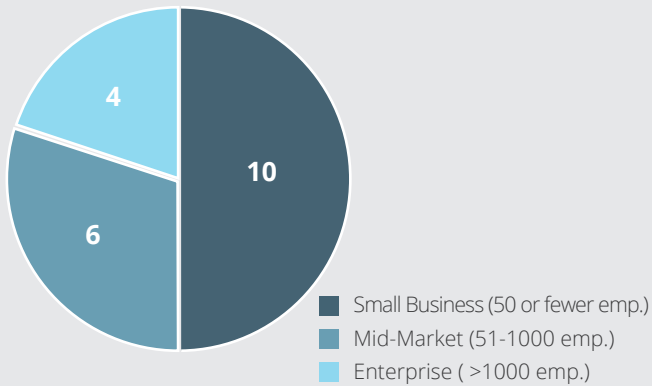
In 2010 Yahoo! partnered with Microsoft to form the Microsoft Search Alliance. Now rebranded as the Yahoo! Bing Network, this first-party partnership allows users of Yahoo! Advertising to place ads on the Bing and Yahoo! search engine.

Many users noted that while the reach of ads on Yahoo! was significantly less than ads on Google, CPC was lower, and that lead to a higher ROI for some advertisers. Users were also satisfied with Yahoo! Advertising's quality of customer support, which was noted as personal, helpful, and readily available. In feature-specific questions, users gave Yahoo!'s quality of support an average satisfaction rating of 79%.

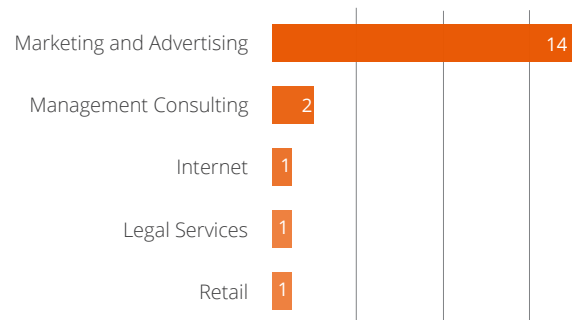
Users also liked Yahoo! Advertising's native advertising options. Native ads were managed with ease and offered a good return, though were not applicable to all businesses. The absence of a desktop editor for Macs was a dislike for a handful of reviewers.

Yahoo! Advertising

Review Breakdown



Top Industries Represented





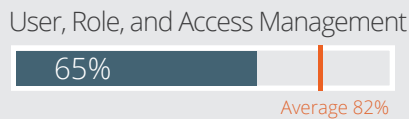
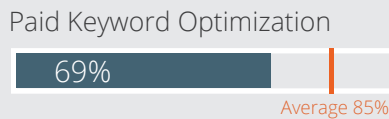
Bing Ads

★★★★☆ (72)
4.9 out of 5 stars

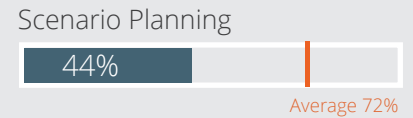
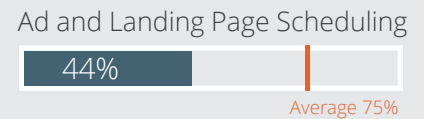
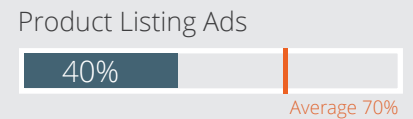
Vendor Information

Vendor: Microsoft (NASDAQ: MSFT)
Location: Redmond, WA
Founded: 1975
2014 Revenue: \$86,833.0 MM
Employees (on LinkedIn): 111662
Website: <http://www.microsoft.com/>

Highest-Rated Features



Lowest-Rated Features



Executive Summary

Bing Ads has been named a Contender based on receiving a low customer satisfaction score and having a large market presence. 40% of users rated it 4 or 5 stars and 57% of users believe Bing Ads is headed in the right direction.

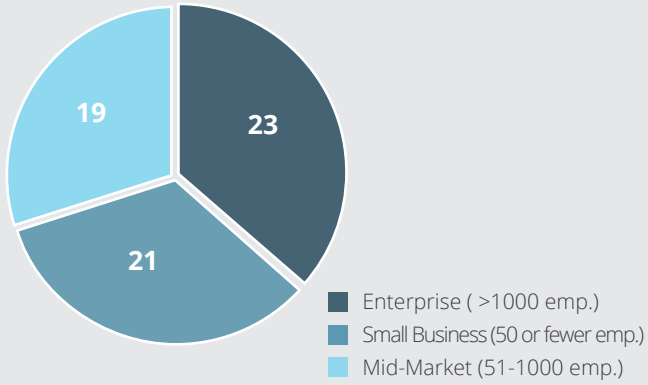
In 2010 Microsoft partnered with Yahoo! to form the Microsoft Search Alliance. Now rebranded as the Yahoo! Bing Network, this first-party partnership allows users of Bing Ads to place ads on the Bing and Yahoo! search engine.

Despite this alliance, however, users found that Bing Ads did not match the reach that AdWords has with Google. The recent ability to import AdWords campaigns into Bing Ads, allowed Bing Ads to complement campaigns on Google nicely, users said. Furthermore, users noted that Bing Ads had lower CPCs in comparison to Adwords, which often led to a higher ROI. Reviewers recommended Bing Ads as a great tool for businesses with a lower ad budget as well as for marketers that are targeting more competitive keywords.

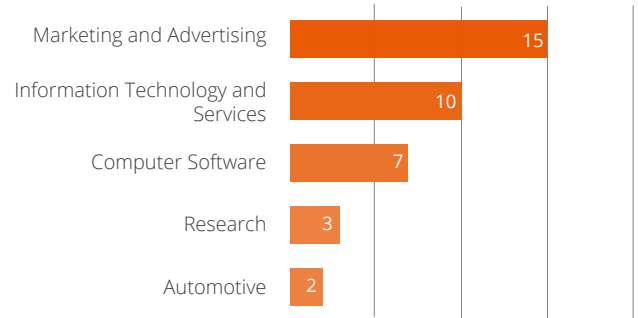
Though its clunky interface and lack of some features left users with more to be desired, as one reviewer mentioned, "Everyone knows about AdWords. But Bing Ads can be your secret weapon."

Bing Ads

Review Breakdown



Top Industries Represented





Adobe Media Optimizer

★★★★☆ (21)

3.1 out of 5 stars

Vendor Information

Vendor: Adobe

Location: San Jose, CA

Founded: 1982

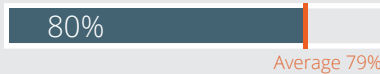
2014 Revenue: \$4,147.0 MM

Employees (on LinkedIn): 11177

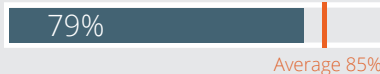
Website: <http://www.adobe.com>

Highest-Rated Features

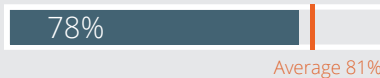
Reports



Paid Keyword Optimization

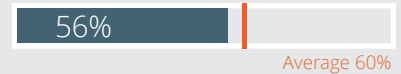


Budget Execution & Monitoring

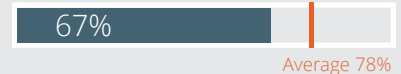


Lowest-Rated Features

Offline Capabilities



Attribution



APIs



Executive Summary

Adobe Media Optimizer has been named a Contender based on receiving a low customer satisfaction score and having a large market presence. Adobe received the lowest Satisfaction score among Search Advertising products. 56% of users rated it 4 or 5 stars and 63% of users believe Adobe is headed in the right direction.

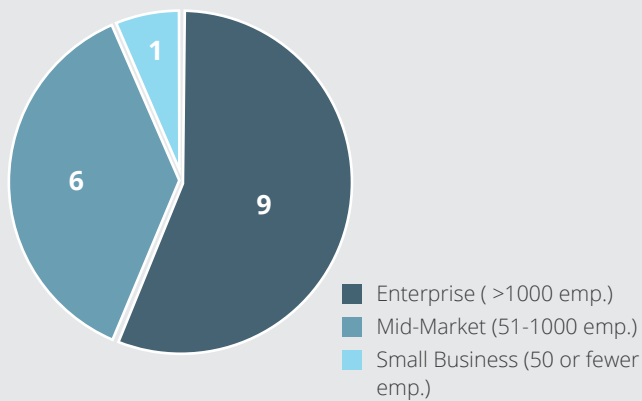
As part of the Adobe Marketing Cloud, Adobe Media Optimizer helps manage advertising campaigns across search, display, and social, as well as providing DMP functionality to integrate, analyze, and act upon data from multiple consumer touch points.

While Adobe Media Optimizer was said to help optimize ad spend and increase ROI with powerful bid rules, users noted that implementing and setting up the tool was difficult. This was reflected in a 64% satisfaction rating with regard to ease of set up. Furthermore, having the Adobe support team help implement the product was an additional cost, and reviewers suggested accounting for this when budgeting for the tool.

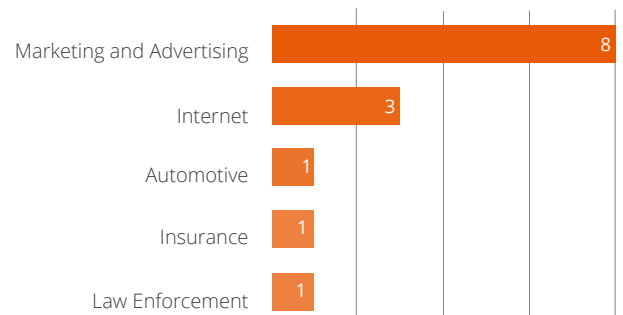
Beyond the bid rules, users also benefited from Adobe Media Optimizer's predictive modeling functionality and robust reporting and strategy options. While the product works well with Adobe Analytics, users observed that Adobe Media Optimizer did not integrate well with third-party analytic tools, which caused issues for those not using Adobe Analytics.

Adobe Media Optimizer

Review Breakdown



Top Industries Represented





WordStream

★★★★☆ (14)

3.8 out of 5 stars

Vendor Information

Vendor: WordStream

Location: Boston, MA

Founded: 2007

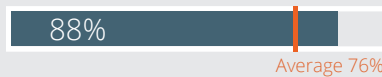
2014 Revenue: n/a (private company)

Employees (on LinkedIn): 129

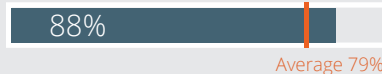
Website: <http://www.wordstream.com>

Highest-Rated Features

APIs



Ad Creation and Editing

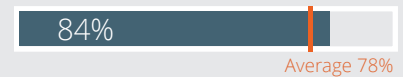


Bid Rules

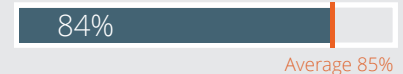


Lowest-Rated Features

Attribution



Paid Keyword Optimization



Ad and Conversion Tracking



Executive Summary

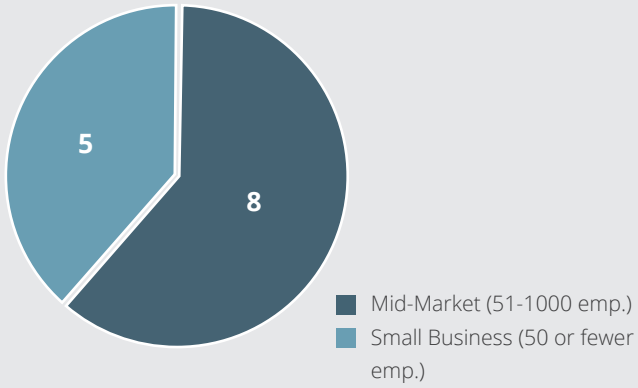
WordStream has been named a Niche Vendor based on receiving a low customer satisfaction score and having a small market presence. 77% of users rated it 4 or 5 stars and 80% of users believe WordStream is headed in the right direction.

WordStream is a third-party search advertising product that integrates with Google AdWords. WordStream users noted that the biggest benefit of using the product was the 20 minute PPC work week feature. The feature offers smart alerts that are personalized to each company to help automate and optimize search campaigns. Additionally, reviewers enjoyed using the campaign builder and ad group builder, both of which helped them save time and work more efficiently.

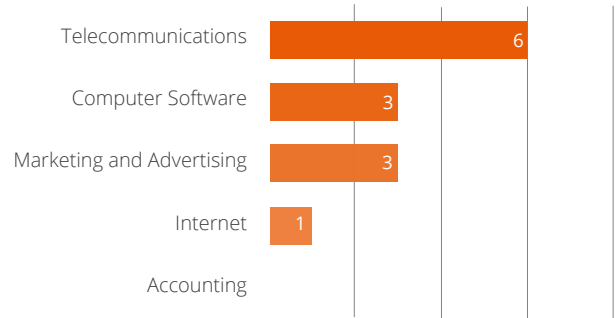
On the downside, users mentioned that the layout was not very intuitive and it took some time to adjust to using the tool. Users also disliked the hassle associated with creating and managing landing pages. While many users recommended WordStream's free trial to get an idea of its functionality, they noted that further use required users to be locked into a contract, which was a pitfall for a handful of reviewers.

WordStream

Review Breakdown



Top Industries Represented





IgnitionOne Digital Marketing Suite

★★★★☆ (16)

3.2 out of 5 stars

Vendor Information

Vendor: IgnitionOne

Location: New York, NY

Founded: 2004

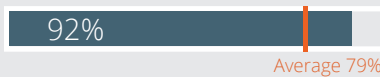
2014 Revenue: n/a (private company)

Employees (on LinkedIn): 350

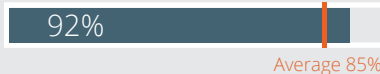
Website: <http://www.ignitionone.com>

Highest-Rated Features

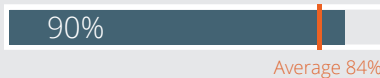
Reports



Paid Keyword Optimization

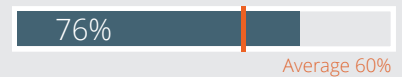


Ad and Conversion Tracking

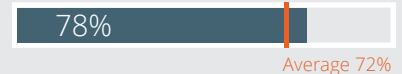


Lowest-Rated Features

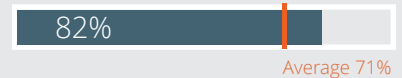
Offline Capabilities



Extensions



Customization



Executive Summary

IgnitionOne Digital Marketing Suite has been named a Niche Vendor based on receiving a low customer satisfaction score and having a small market presence. IgnitionOne has the smallest Market Presence among Search Advertising products. 62% of users rated it 4 or 5 stars and 77% of users believe IgnitionOne is headed in the right direction.

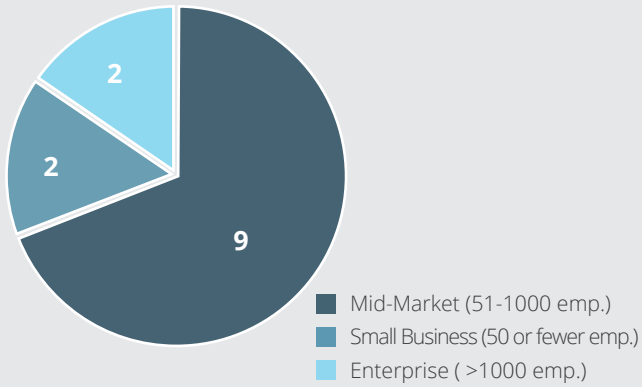
IgnitionOne Digital Marketing Suite is a marketing suite that offers tools for search, display, mobile, social, digital analytics, and marketing automation. Users commented that this breadth of functionality and ability to access all of their marketing needs through a single platform was one of their favorite parts of IgnitionOne. IgnitionOne received 13 reviews in the Search Advertising category.

The integration of these tools made it easy for users to analyze their data in one location. IgnitionOne was able to form a full picture of the customer journey, allowing for powerful cross-channel attribution. Users liked the recent addition of a dashboard to easily view all of this information at a glance.

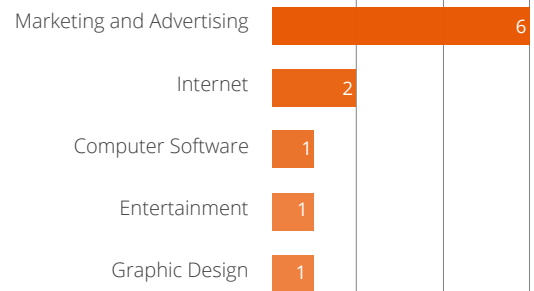
Some users expressed frustration with feature development. While IgnitionOne has alerted its customers that there are many new features in the pipeline, reviewers observed that the company has been slow to adopt these features.

IgnitionOne Digital Marketing Suite

Review Breakdown



Top Industries Represented



Satisfaction Ratings

G2 Crowd users rated search advertising software vendors' ability to satisfy their needs as shown in the table below.

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne	Average
Satisfaction											
Likely to Recommend	81%	85%	83%	78%	91%	72%	55%	57%	75%	66%	74%
Product Going in Right Direction?	77%	90%	89%	83%	92%	85%	57%	63%	80%	77%	79%
Net Promoter Score (NPS) (Range from -100 to + 100)	27	44	40	12	71	-5	-49	-31	23	-8	12
Satisfaction by Category											
Meets Requirements	89%	83%	83%	85%	87%	76%	69%	70%	77%	76%	79%
Ease of Admin	79%	84%	82%	83%	92%	78%	70%	75%	n/a	79%	80%
Ease of Doing Business	79%	88%	89%	77%	93%	81%	70%	77%	n/a	75%	81%
Quality of Support	76%	87%	85%	64%	90%	81%	63%	68%	87%	80%	78%
Ease of Setup	78%	79%	75%	80%	89%	76%	72%	65%	n/a	79%	77%
Ease of Use	80%	81%	84%	84%	88%	75%	64%	64%	86%	78%	79%

*n/a is displayed when fewer than five responses were received for the question.

Feature Comparison

G2 Crowd users have evaluated search advertising software vendors by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth/depth of individual product features. The results are shown below.

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne	Average
Campaign Management and Optimization											
Paid Keyword Optimization	92%	91%	88%	87%	86%	77%	69%	79%	84%	92%	85%
Bid Rules	88%	86%	86%	83%	84%	76%	59%	72%	86%	86%	80%
Portfolio Bid Optimization	81%	88%	82%	79%	84%	75%	54%	74%	n/a	86%	78%
Budget Execution & Monitoring	80%	86%	83%	82%	84%	78%	59%	78%	n/a	84%	79%
Advanced Targeting Options	85%	79%	81%	82%	86%	72%	62%	70%	n/a	90%	78%
Scenario Planning	70%	75%	79%	75%	79%	67%	44%	70%	n/a	86%	72%
Ad Creation and Editing	90%	84%	80%	81%	81%	76%	54%	69%	88%	90%	79%
Offline Capabilities	73%	79%	65%	67%	76%	60%	49%	56%	n/a	76%	67%
Extensions	84%	75%	75%	77%	79%	70%	54%	69%	n/a	78%	73%
Ad and Landing Page Scheduling	84%	83%	83%	84%	77%	73%	44%	71%	n/a	84%	76%
Product Listing Ads	89%	77%	75%	85%	81%	74%	40%	76%	n/a	84%	76%

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne	Average
Analytics & Administration											
Ad and Conversion Tracking	91%	92%	87%	90%	85%	80%	61%	76%	84%	90%	84%
Attribution	84%	86%	82%	84%	87%	74%	45%	67%	84%	90%	78%
Reports	89%	85%	91%	83%	94%	79%	59%	80%	n/a	92%	84%

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne	Average
Platform											
Notifications	76%	83%	87%	86%	84%	79%	52%	73%	n/a	87%	78%
Customization	80%	84%	86%	86%	85%	75%	58%	77%	n/a	82%	79%
APIs	83%	79%	85%	82%	79%	64%	51%	68%	88%	83%	76%
User, Role, and Access Management	83%	84%	88%	87%	87%	79%	65%	74%	n/a	86%	81%
Performance and Reliability	90%	86%	83%	86%	93%	76%	64%	76%	n/a	87%	83%
Enterprise Scalability	83%	88%	86%	86%	91%	74%	55%	74%	n/a	86%	80%
Workflow Capability	84%	84%	83%	86%	88%	74%	48%	70%	n/a	83%	78%
Internationalization	84%	86%	82%	78%	90%	79%	53%	75%	n/a	86%	79%

*n/a is displayed when fewer than five responses were received for the question.

Customer Segments Served

As shown in the table below, search advertising products serve a range of small, mid-market, and enterprise customers. The ad spend of these customers also varies and can be seen in the following table.

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne	Average
Customers by Size											
Small Business (50 or fewer emp.)	35%	25%	31%	25%	71%	50%	33%	6%	38%	15%	33%
Mid-Market (51-1000 emp.)	43%	44%	41%	38%	22%	30%	30%	38%	62%	69%	41%
Enterprise (>1000 emp.)	22%	32%	28%	38%	7%	20%	37%	56%	0%	15%	25%

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne	Average
Ad Spend Breakdown											
\$0-999	0%	3%	2%	5%	44%	22%	21%	8%	0%	8%	11%
\$1,000-9,999	6%	6%	4%	5%	22%	11%	5%	25%	0%	25%	10%
\$10,000-49,999	12%	0%	5%	5%	17%	17%	16%	17%	0%	0%	8%
\$50,000-99,999	12%	0%	5%	0%	6%	11%	0%	0%	0%	8%	4%
\$100,000-249,999	6%	3%	7%	10%	11%	17%	11%	0%	100%	8%	17%
\$250,000-499,999	0%	6%	4%	10%	0%	6%	21%	17%	0%	0%	6%
\$500,000-999,999	12%	6%	9%	10%	0%	17%	5%	0%	0%	0%	5%
\$1,000,000-2,499,999	6%	8%	25%	5%	0%	0%	16%	8%	0%	17%	8%
\$2,500,000-4,999,999	24%	22%	9%	14%	0%	0%	0%	8%	0%	8%	8%
\$5,000,000-\$9,999,999	12%	11%	13%	14%	0%	0%	0%	0%	0%	8%	5%
\$10,000,000+	12%	36%	18%	24%	0%	0%	5%	17%	0%	17%	12%

Deployment and Implementation

Deployment and implementation data for search advertising products is shown below.

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne
Deployment Method										
Cloud	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
On-Premise	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Implementation Time										
Avg. Months to Go Live	0.2	0.6	0.8	0.3	0.7	0.3	0.0	0.5	n/a	1.6
Implementation Method										
Led by In-House Team	89%	69%	77%	69%	100%	92%	91%	67%	100%	67%
Led by Vendor PS	7%	25%	21%	31%	0%	8%	9%	33%	0%	33%
Led by 3rd Party	4%	6%	3%	0%	0%	0%	0%	0%	0%	0%
Contract Term										
Avg. Contract Term (Months)	1	16	16	4	5	5	2	17	n/a	n/a

*n/a is displayed when fewer than five responses were received for the question.

User Adoption and ROI

G2 Crowd reviewers shared their average user adoption levels and payback. A fast payback was reported for most solutions with an average payback of 5 months.

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne	Average
User Adoption											
Average User Adoption	64%	78%	82%	73%	61%	25%	67%	61%	n/a	76%	65%
Avg. Payback Period (Months)	3	7	6	3	5	4	4	8	n/a	n/a	5

Mobile Applications

Some search advertising products offer mobile applications to track campaigns on the go. Native iOS and Android app ratings are provided below. Vendors without a native app may provide mobile-friendly versions of their platform to be accessible via a smartphone Internet browser.

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne
iOS Mobile App										
Rating (5 Stars)	3.0	5.0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Number of Reviews	34	17	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Android Mobile App										
Rating (5 Stars)	4.1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Number of Reviews	3157	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

*n/a is displayed for products without a native mobile app or if ratings are not available for the app.

Vendor and Product Scale

Key data on each vendor's scale and impact are summarized below.

	AdWords	Kenshoo	Marin Software	DoubleClick	Raven Tools	Yahoo!	Bing Ads	Adobe	WordStream	IgnitionOne
Vendor Information										
Year Founded	1998	2006	2006	1998	2007	1994	1975	1982	2007	2004
Revenue (\$MM)	\$55,519	n/a	\$77	\$55,519	n/a	\$4,680	\$86,833	\$4,147	n/a	n/a
Employees on LinkedIn (Vendor)	55,213	499	618	55,213	28	12,832	111,662	11,177	129	350
LinkedIn Followers	2.9 million	11,466	11,149	2.9 million	1,227	338,575	2.5 million	364,644	2,514	4,449
Twitter Followers	9.8 million	6,386	10,489	9.8 million	15,112	1.4 million	5.9 million	354,049	21,883	2,479
Klout Score	97.0	53.0	56.0	97.0	59.0	98.0	99.0	90.0	62.0	51.0
Alexa Web Traffic Rank	1	21,868	19,126	1	11,722	4	48	75	2,956	112,036
Product Social and Web Impact										
Twitter Followers (Product)	272,168	6,386	10,489	57,506	15,112	39,894	42,912	148,586	21,883	2,479
Klout Score (Product)	79.0	53.0	56.0	82.0	59.0	64.0	79.0	n/a	62.0	51.0

*n/a is displayed when fewer than five responses were received for the question.



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