

Optimize your search results - increase your turnover

aura

The new search engine advertising by **aura** allows you to promote your product and services in Google with the highest possible attention. You can set your products apart from the mass of other regular result pages. Start implementing your successful sales campaigns with the sales promoting system of **aura**.

First choice instead of search result mass

Short, precise and stimulating adverts with your offers placed on the right side next to the regular result page have a highly attracting effect. These are by far more significant and attracting than all the regular search engine pages.

A tiny trick creating a great effect

Users clicking on your teaser will automatically be forwarded to your specific page. On this page they will find your promoted offers with the corresponding product pictures, according to the customer's previous search request.

Nice and simple

In order to contact you, the potential customer only leaves his/her e-mail address, nothing more. This is nice and simple and prevents the customers from skipping to other pages by asking them for further information, which is not necessary at that time. On the other hand customers can enter their special requests in a provided field. The information and customers' personal data needed for the offer are then only requested afterwards by your e-mail answer. This creates confidence from the beginning.

Simply nice

By sending his e-mail, the customer automatically receives a confirmation e-mail with further information on your product and service offers, if requested by you. The usual communication data are transmitted at the same time. An optional link to your homepage is included as well.

Valuable evaluation

An evaluation page finally records the above steps and gives you detailed information about the number of visitors and their behaviour. This record enables you to recognise possible improvements of your offers in order to attain a maximum success rate.

Small effort – big success

aura offers you two different packages for your individual advertising on Google, which are extremely low priced in terms of costs and effectiveness compared to traditional advertising.

Interested? Please call and ask for further details!
We would like to provide you with further information and would not leave any questions open.

For further information please see:
www.aura-europa.com/performance-value

Three easy steps for more turnover and new customers



People type in an informative search key into the Google-search-mask.



After a successful search, they will find specific advertisements in a separate result list, next to the usual search results. These specific advertisements have a direct connection to the search keys.



Whoever clicks on your ads, will automatically be transferred to your Landing page with your products and can easily get in contact with you.



ADWORDS
QUALIFIED
INDIVIDUAL
Google

Every Landingpage campaign is managed and processed by a "Qualified Google Advertising Professional"

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What is a "Google Qualified Professional"?

A *Google Qualified Professional* is an expert for AdWord Marketing. Google AdWord describes the advertising opportunities within the Google search engine. The *Google Qualified Professional* designs your Google Web-campaigns and carries them out on his own authority. He optimizes the marketing activities and adapts the concepts to new requirements of the market in regular intervals. A *Google Qualified Professional* has successfully completed a Google test and thereby proved his profound knowledge of AdWords. Besides the basics of AdWords and the handling of the Google account, the Google test includes the analysis of ongoing advertising, possible optimizing options, the usage of Google products and the Google maps application. Google maps helps to find local addresses, companies and shops.

Link to the *Google Qualified Professional* profile of CompuMaster GmbH:
https://adwords.google.de/select/ProfessionalStatus?id=Wk_uEglULIUqy4KG2bpppg&hl=de

Why should my company have a *Google Qualified Professional*?

Results from representative surveys show that ca. 80% of all internet users take a look at the Google Ads and thus are potential customers. No other advertising space provides you such an opportunity to reach the customers specific you targeted.

Through the know-how of the *Google Qualified Professional*, your advertisements will be active exactly at that moment, when the user searches the Internet for your product or your service. You don't pay for the number of active advertisements, only for the number of clicks on your advertisement.

About Google and AdWords

Google is the leading search engine. On Google, your advertisements are not only active on the search result pages, but also on the partner sites of the Google network. The automatic text recognition enables the ranking of your advertisement without losses. Your advertisement will only be active, if somebody is specifically looking for your keywords or if your advertisement fits the content of a website. The result: Significant raise of new customers.



Every Landingpage
campaign is managed
and processed by a
"Qualified Google
Advertising Professional"