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SearchAdNetwork Wins SES Award

*A unique program developed for National Jean Company was recognized as
Most Innovative Paid Search Campaign*

DENVER, CO – August 21, 2008 – It takes a great deal to impress a seasoned search marketer. Increased traffic and improved ROI do not always signify a mold-breaking strategy. To really excite search veterans, you need to go beyond basic keyword lists and ad copy—you need to create something worth searching for. And that’s exactly what SearchAdNetwork did for National Jean Company, earning an SES Award for Most Innovative Paid Search Campaign along the way.

“We start with the basics when developing any search campaign,” says Anne Matkowski, account manager in charge of the winning [search engine marketing](#) campaign. “Often that’s enough to get good results, but we want our clients to see great results. So we always dig deeper and take it further.”

The winning campaign was developed for National Jean Company, a designer apparel website that stocks [Seven Jeans](#), Splendid Sweats and other high-style items. Anne was the perfect person to manage National Jean Company’s campaign; an experienced search marketer with an intrinsic fashion sense, she created a unique campaign that utilized a combination of demo- and geo-targeting, acute media awareness, continuous SEO updates, creative ad copy and other forward-thinking tactics.

“I did a lot of research and paid close attention to the media. Really understanding the brands and how they fit into the fashion world helped me to create a campaign that resonated with their style-savvy audience,” Anne adds.

The SES Awards were presented for the first time this year in conjunction with SES’s 10-year anniversary. Judged by search marketing experts and SES editorial staff, awards were given in 16 categories including: [pay per click management](#), SEO, social media, local search, web analytics and mobile search. SearchAdNetwork tied for first in the Most Innovative Paid Search Campaign category. Winners were announced throughout the SES San Jose Conference & Expo held earlier this week.

Check out an [online case study](#) of the innovative campaign. For more information about SearchAdNetwork, contact Angie Pascale at 720.881.8528 or apascale@searchadnetwork.com.

About SearchAdNetwork

SearchAdNetwork is a division of Location3 Media, Inc., a technology-driven direct marketing company that delivers internet marketing solutions for business targeting audiences on local to global scales. Founded in 1999, Location3 Media offers a diverse portfolio of services through SearchAdNetwork and two other divisions: Local Search Traffic and Hispanic Targeting. Location3 Media’s services include pay per click management, SEO, web analytics, media buying, social media marketing, post-click optimization, [local map listings](#), Hispanic search marketing, mobile marketing, multivariate testing, web and graphic design, custom copywriting and more. From search to sale, Location3 Media covers every aspect of client campaigns, practicing an innovative, hands-on approach each step of the way.

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