

Managed Service Accounts

The Pinnacle of Customer Service and Campaign Optimization

Let LookSmart's Managed Service team make the most of your online advertising budget. Advertisers that qualify for LookSmart's Managed Service enjoy a suite of services directed by a dedicated Account Executive:



Managed Service Account Features

Campaign Optimization	Our experienced staff helps you to increase campaign performance with keyword expansions, bid management suggestions, and optimized keyword CPCs and matching options.
Reporting	We track your campaigns and their performance using the LookSmart AdCenter to generate industry-standard and custom reports. <ul style="list-style-type: none"> a. Keyword Reports – Identify highest-performing keywords, position of keywords, and average CPCs b. Campaign Reports – Show click and spend data at the campaign level for a given time frame c. Account Report – Gives overall spend and overall clicks at the account level for a given time frame. Especially useful for agencies.
Custom Traffic Management	Your Account Executive collaborates with you, helping you attain your ROI by tailoring your traffic to custom-fit your individual campaigns.

Valued Benefits Make for Loyal Customers

Crucial to the Success

"LookSmart's Managed Service staff is crucial to the success of our seasonal advertising campaigns- adjusting our accounts, keywords, and distribution to fit our needs. The results are phenomenal: Our Halloween campaigns saw a 10% gain of user sessions and 12% gain in profit overnight!"— Tina Liang, Associate Analyst- Search Engine Marketing, Shopzilla, Inc.

A High Standard of Excellence

"Over the past few months, LookSmart has gone above and beyond to help us meet our Cost Per Acquisition goals. With their strategic advice, conversion tracking, and daily management, they are setting a high standard of excellence. Because of their dedication, we have been able to continually outperform our original goals while increasing our spend."
— Ashleigh Bilodeaux, Consumer Marketing, servicemagic.com

Willing to Do Whatever It Takes

"Adknowledge promises our advertisers more clicks and higher conversion rates at a lower cost, and it's essential that we can count on our partners to maintain a close working relationship with a common goal—happy advertisers. Looksmart has been a great company, providing expanded reach and consistent quality traffic. Their account managers are always attentive, quick to respond, and willing to do whatever it takes to ensure the continued success of our paid search campaigns."
— Lisa Kinnard, Account Manager, Adknowledge