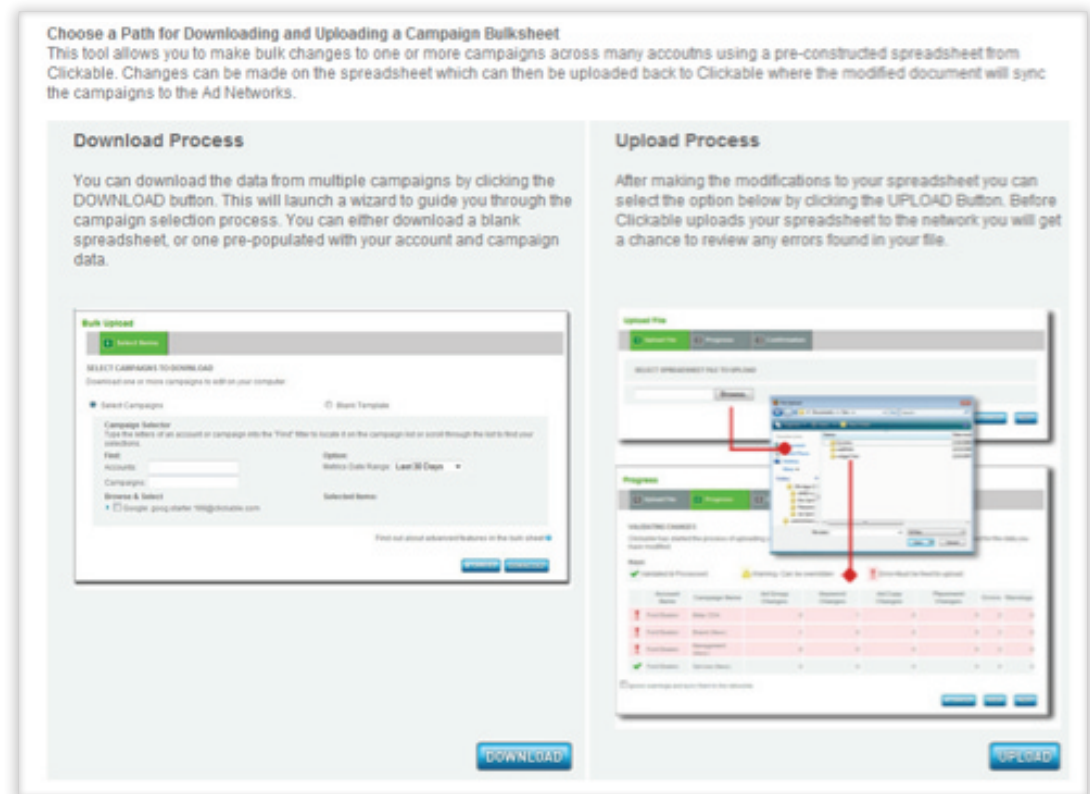




## Clickable Pro Release 2.5 – March 2010

With version 2.5 of Clickable Pro, we introduce two major new features. The first is our spreadsheet-based Bulk Upload tool, a “one-stop shop” that centralizes bulk account management across search networks. The second is Report Scheduling, which allows you to automatically produce and distribute customized, branded reports whenever you need them. We’ve also added a “Top Features” module to our Dashboard, which helps you easily discover and access Clickable Pro’s most valuable and popular tools. Finally, we’ve made improvements to the Clickable Conversion Tracking wizard, and upgraded to version 6 of the Yahoo Search Marketing API.

### Bulk Upload



#### What it does:

Bulk Upload is a “one-stop shop” that centralizes bulk account management across Google AdWords, Yahoo Search Marketing and Microsoft adCenter (Bing). It is a spreadsheet-based tool that you can use to easily create, edit or delete campaigns, ad groups, ads, keywords or placements. Start by downloading existing campaigns to modify or copy; or create new ones from scratch. Upload your changes and additions to Clickable and they will instantly be synced to the appropriate networks. Download a list of elements that need revision before they will be accepted by the networks, with handy inline messages that tell you exactly what to fix. Swiftly resolve any issues, re-upload and start managing your new and improved campaigns.



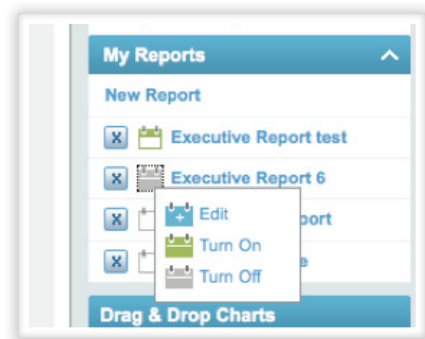
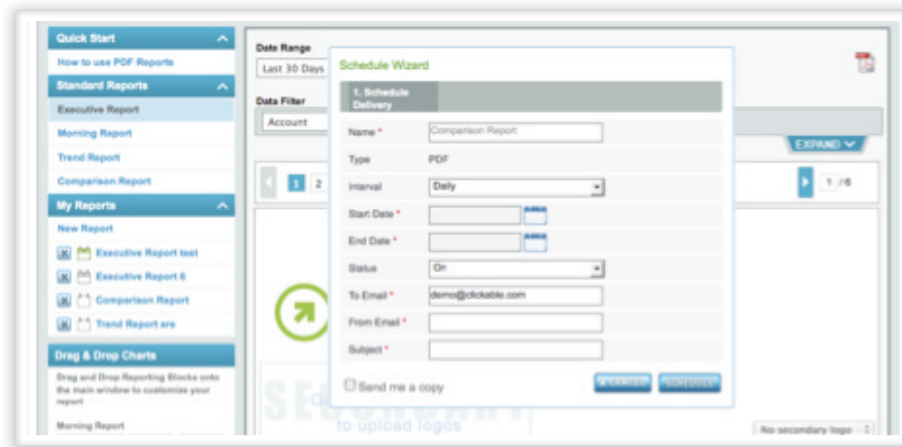
**Who it's for:**

Bulk Upload removes the frustration of having to deal with multiple interfaces, spreadsheets and desktop tools, allowing you to make all your changes in one fell swoop. It streamlines laborious implementation tasks, saving you time and aggravation and freeing you up to concentrate on strategy and innovation. Managing your search program centrally with Bulk Upload gives you a new sense of control and agility, and built-in validation and error checking increases your accuracy and confidence.

**How it helps you:**

Bulk Upload is a life-saver for any customer who advertises across Google, Yahoo and Microsoft, particularly those who have a large number of campaigns distributed across many accounts; replicate campaigns consistently across search engines and want to update them all in lockstep; introduce new campaigns and ad groups frequently or manage large volumes of keywords, ads and bids daily. Agencies can efficiently handle broad or targeted updates for specific clients or ad campaigns.

## Report Scheduling



**What it does:**

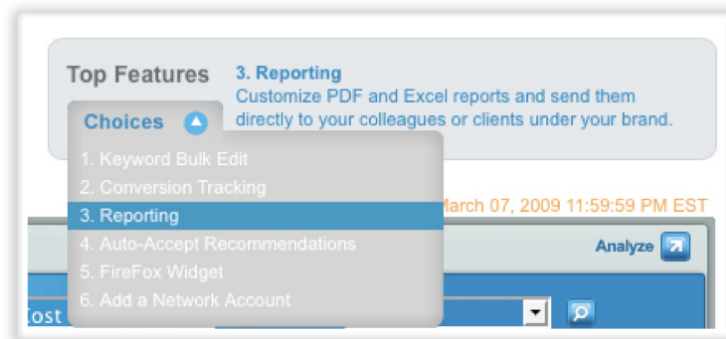
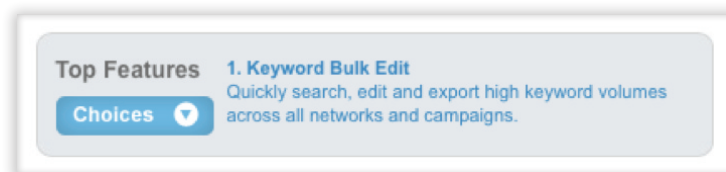
Report Scheduling makes Clickable Pro's integrated reporting even more convenient and useful, by automatically delivering you the right insights whenever you need them. Schedule PDF or Excel reports to be delivered to yourself, a customer, or multiple colleagues at daily, weekly, monthly or quarterly intervals. A scheduling icon next to every saved report tells you at a glance which is active, paused or not scheduled yet. Click on the icon to quickly turn scheduling on or off, or edit settings through a simple wizard.



**How it helps you:** Report Scheduling gives you the predictability and peace of mind that you never have to worry about having the right data on time again. Set it up once and do away with the scramble to run your reports under a deadline. It is a major time saver, and an easy way to disseminate information to clients or co-workers automatically.

**Who it's for:** Any customer who runs the same report at regular intervals or who monitors consistent data points over time. Agencies who want to share reports with clients and teams who want to share performance data. Basically, anyone who is using Clickable' reporting and wants to be more efficient.

## Top Features Module



**What it does:** The “Top Features” module in the Dashboard helps you easily discover and access Clickable Pro’s most valuable and popular tools. Use a simple drop-down to learn about features like “Keyword Bulk Edit”, and then launch them right from the module.

**How it helps you:** Discover great functionality you may not use regularly, or save time with this helpful shortcut to some of our greatest hits.

**Who it's for:** Whether you're new to Clickable Pro or a long-term customer, this module will jump-start your product exploration and knowledge.



## Conversion Tracking UI Improvements

- What it does:** Clickable Conversion Tracking allows you to track performance across multiple search networks with a single, independent snippet of tracking code. A step-by-step wizard helps you create a customer conversion tracking solution that aligns with your business goals. The changes in this release improve the user experience by streamlining the steps and giving you increased control of the implementation process and timeline.
- How it helps you:** The revised flow provides a greater opportunity to kick the tires and perform some tests before tagging your campaigns. This update also gives our Support team greater ability to run diagnostics on installed conversion scripts to ensure that your data is accurate and your conversions are being attributed correctly.
- Who it's for:** Any customer using Clickable Conversion Tracking or considering this feature.

## Yahoo v6 API Upgrade

- What it does:** Behind the scenes, Clickable always makes sure that we are up to date with the latest upgrades from the search marketing networks. We have just completed our upgrade to version 6 of Yahoo's API framework, which will give us flexibly to support new features and offer even better performance in the future.
- How it helps you:** You can rest easy knowing that Clickable is staying current with the latest from the search engines. We add in product features that provide the most value for our customers, unifying the experience across Google, Yahoo and Microsoft.
- Who it's for:** Any Clickable customer who has imported a Yahoo Search Marketing account or who is thinking about importing one.