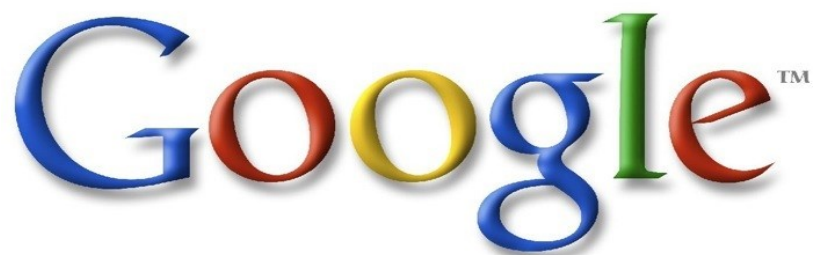


Increase your Branding
on



with



WHY CHOOSING

NETPOSITION ?

Netposition International Group : Google partner for more than 10 years.
Accredited and qualified « Google Marketing & Advertising Expert »



Discover the NETPOSITION exclusive services:

- **Free advice and audit** by our experts trained and qualified by Google to ensure a maximum ROI. The keyword and geographical area targeting is essential to reach a targeted audience.
- **A cost-efficient Adwords Campaign**
managed by our experts. You get a perfect targeting of your customers at the best price, along with powerful tools of conversion analysis.
- **Positioning within 1 day on Google** on Google France and International.
The effectiveness of Netposition is unanimous! A **FREE live test** may be offered where you will see your ad in the first page of Google in 1 hour.
- **An insurance of positioning** in the first results of Google.
Depending on the average positioning you choose, your ad will be placed with a minimum of 90% visibility without being worried about any fluctuations or higher bids from your competitors.
- **A flat monthly fee with unlimited clicks**
Depending on your insurance (Google Top7, Top4, Top3), your ad will be positioned with a minimum of 90% visibility and unlimited clicks. If your ad is not present at least 90% in the month, the time lost is refunded and "doubled" at the end of the campaign.

HOW DOES IT WORK ?



Process

Choose your keywords

With the help of our experts, you select relevant keywords (words or expressions) directly related to your business.

Your ads are displayed on Google

Our experts help you writing your ads. Once released, the users search on Google using one of your keywords, your ad will appear above or below the search results section (SEO). Your ad is now broadcast to an audience interested in your products and services.

You attract customers

When users click on your ad, they can make a purchase on your website or get more information about your business. Nothing could be easier.

Netposition offers

A targeted audience

Now you can do advertisement with users searching on Google, on preferred expressions. Even if you already appear in the search results section, Netposition can help you targeting new audiences on Google and on its advertising network.

Good Control of your campaign

You can change your ads until you get the desired results. In addition, your ads can target specific languages and geographic areas.

For the local Businesses

Regional and Local Targeting

Post your ads to people searching in a specific region only. You can, for example, target customers within an area of 4 miles around your business.



NETPOSITION INSURANCES

Google Adwords « first page » (TOP 7)

The first page of Google can contain up to 7 commercial links: 4 above the "natural" results and 3 below. The average position * is thus from 1 to 7. However, although a position 7 would honor our contract, our experts assure you an average position from 1 to 6. The passage of your ad on page 2 is possible but will remain very exceptional given the average position to be respected from 1 to 7 in almost 100% of cases.



Référencement Google « TOP 4 »

The top 4 in Google page matches with the first 4 Google results, usually at the top of the page. The average* assured position of your ad is from 1 to 4 in the commercial links. This means that, depending on cases (schedules, keywords, localization, devices (Computer, Tablet, or Smartphone)), your advertisement will be found either in the first ads at the top on the first page of Google, either in the footer ads above the "natural results".

Please note that if during a Google search, there are no commercial ads (very rare), your ad can be in positions 1 to 4 below the natural results.

Référencement Google « TOP 3 »

The average * assured position of your ad is from 1 to 3.

Premium positions are in most cases (almost 100% of cases) on the left of Google first page above the "natural" results. However, in some cases it is possible that the ads on the left disappear ** (partially). In this case, your ad will be on the top 3 positions at the bottom of the page.

* Unlike natural link ads, AdWords ads are not fixed and their positions may vary from one computer to another, from one region to another or from one moment to another. This is why Netposition gives you the "average" positioning of the ad. This average is calculated on all the monthly displays of your ad and on the entire targeted territory of your campaign.

Example of calculation of an average: Your ad is displayed in all 100x in position 4 and 100x in position 5, the average will be 4.5.

For your complete satisfaction, the experts running the campaigns aim to give you the best possible positioning. All of the managed campaigns are therefore always better positioned than the authorized limit.

** Generally speaking, this may be due to one of the following reasons:

- There are not enough advertisers on the searched keyword. The Google robot only displays fewer (or no) ads in premium.
- You repeated the same search several times in a short period of time. Empty your temporary files and refresh your search.
- You've done too many Google searches from the same IP address in a too short time. The robot could consider this as a spam. Renew your IP and try again.

COMPARING IN ORDER TO CHOOSE US...

	PPC Campaign	Average Position Insurance	DUO Solution of Netposition-USA
Campaign Creation	✓	✓	✓
Unlimited Ads	✓	✓	✓
Keywords Relevance	✗	✓	✓
Unlimited Changing Keywords	✓	✗	✓
Unlimited Clicks	✗	✓	✓
Controlled Costs	✗	✓	✓
Established Traffic	✓	✗	✓
Clicks Relevance	✗	✓	✓
Keywords Diversity	✓	✓	✓
Minimum Visibility Insurance	✗	✓	✓
Established Notoriety	✗	✓	✓
Average Position Insured	✗	✓	✓
Access to the Adwords Account	✓	Monthly Report on positions and PI	Access to PPC account +Monthly Report

The Duo Solution of Netposition is the result of several years of work by our Experts teams and the answer to issues revealed by our customers and thousands of Adwords users.

For years, thousands of businesses on the web have tried to work on marketing profitability(ROI) and visibility (notoriety) on the same campaigns. The results were very frustrating according to them. Even the the profitable months did not allow optimal visibility and when the budget or campaigns were cut, commercial returns were stopped immediately.

The days where visibility was good, the costs were too high and the profitability was not at its maximum.

Netposition International Group is here to answer all your E-marketing issues. The Duo solution is a wonderful proof of it.

Some References :

- Fidelio
- Berlitz Monde
- Lapeyre
- Azur discount
- Université de Nantes
- Ferronnerie Muller
- Cetelem
- Crédit du Nord
- Eurocap
- Cabinet Mansuy
- Immotep
- Orpi
- Century21
- Renault
- Citroën Alsace
- Peugeot Strasbourg
- Schmid & Kahlert
- Piscine Zyke
- Eurosport
- Sport 2000
- Webtest marketing
- Pousetteland

More references at : www.netposition.fr/references.html