

Podium Advertising Technologies Announces the Full Release of adCore™ V3.0

Date: 01-17-2008 04:29 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Podium Advertising Technologies](#)

Online advertising technology taking marketers to a new level of performance and efficiency.

Podium Ad Technologies has announced the full release of adCore™ V3.0, an online advertising technology developed for direct marketers and SEM agencies to fully automate Search Engine Marketing campaigns. The system takes marketers through the entire SEM process from automated keywords and ads creations, through campaign optimization and maximization and down to reporting and monitoring.

adCore™ was one of the first online paid search automation technologies on the market. Benefiting from this extensive "field experience", adCore™ V3.0 has evolved into one of most complete technology solutions for SEM marketers.

The new adCore™ V3.0 contains four key modules: Integration, Maximization, Reporting and Client Management. Each module is integrated with Google AdWords, Yahoo! Search and Microsoft adCenter.

adCore's™ integration module connects website data with their respective online campaigns and provides the platform to transfer campaigns between any two advertising channels. The software enables marketers to show real-time prices and automatically update campaigns based on inventory changes.

adCore's™ maximization module uses advanced algorithms and the marketer's specified ROI goal to maximize results under the required budget. The new version lets marketers drive more traffic to sites, lower average CPC bids through specialized optimization methods and maximize the overall campaign performance.

adCore's™ reporting module offers advanced online analytics reporting as well as cross advertising channels data activity reports giving marketers the ability to better monitor and manage paid search activity.

Version 3.0 is designed to offer SEM / interactive agencies the ability to fully manage clients through the client management module, including contract development and client billing. adCore™ provides a means to fully connect with clients, where agencies can provide clients with access to the system and set their permission levels.

“We are extremely pleased to see the results our clients are getting from adCore™ V3.0 as they longer their "business tail" and achieve maximum bidding efficiency across their campaigns. After only few months from the "soft launch" of adCore™ V3.0 the results we are achieving have exceeded our own expectations with two and even three digit sales and ROI improvement for all of our clients.” Omri Brill, CEO, Podium Advertising Technologies.

Many e-commerce customers have already benefited from running their PPC (pay per click) campaigns through adCore™ V3.0 in an automated fashion. JJ-Denim, an international reseller of men's designer clothing uses adCore™ for their online PPC campaigns. adCore™ V3.0 enables JJ-Denim to develop the entire PPC account automatically based on their current inventory level, focus on long tailing their product models, dynamically insert prices in the ads and pause text ads and keywords that are no longer relevant.

“adCore™ V3.0 PPC automation technology combined with Podium's intricate knowledge of PPC marketing has catapulted our company into another sales category in just a few months.” Jeff Ferraro, President, JJ-Denim & Co.

Pricing and Availability for adCore™ V3.0

adCore™ V3.0 is available and can be viewed as part of an online flash demo at www.podiumadtech.com. SEM firms and direct marketers can request a guest user login as well as a one on one virtual tour guided by an adCore™ specialist.

###

adCore™ is a registered trademark of Podium Ad Technologies Ltd. in Israel and/or other countries.

About Podium Advertising Technologies

Founded in 2003, Podium Advertising Technologies is involved in software development in the field of online paid search advertising.

Their goal at Podium is to fully automate the online paid search advertising process and achieve technological superiority by supplying a comprehensive software solution covering all aspects of industry activity, which is both easy to use and affordable in price.

For more information on Podium Advertising Technologies:

www.podiumadtech.com

Press Contact:

Yehuda Blumenfeld

Podium Advertising Technologies Ltd.

Tel: +972-3-566-3444

Fax: +972-3-566-3434

Email: yehuda@podium.co.il

www.podiumadtech.com

Podium Advertising Technologies

31 Rothschild Ave. , Tel Aviv

+972-3-566-3444

www.podiumadtech.com

yehuda@podium.co.il

Yehuda Blumenfeld

Podium Advertising Technologies Ltd. Company was founded in 2003 and specializes in online paid search advertising technologies.

At Podium we seek to maintain our advanced technology status and high level of professionalism in the online paid search advertising field by constantly improving our technology tools and deepening our SEM knowledge.

[You can find this press release here](#)