



Brand Protection Tool

Regional Targeting with Google AdWords

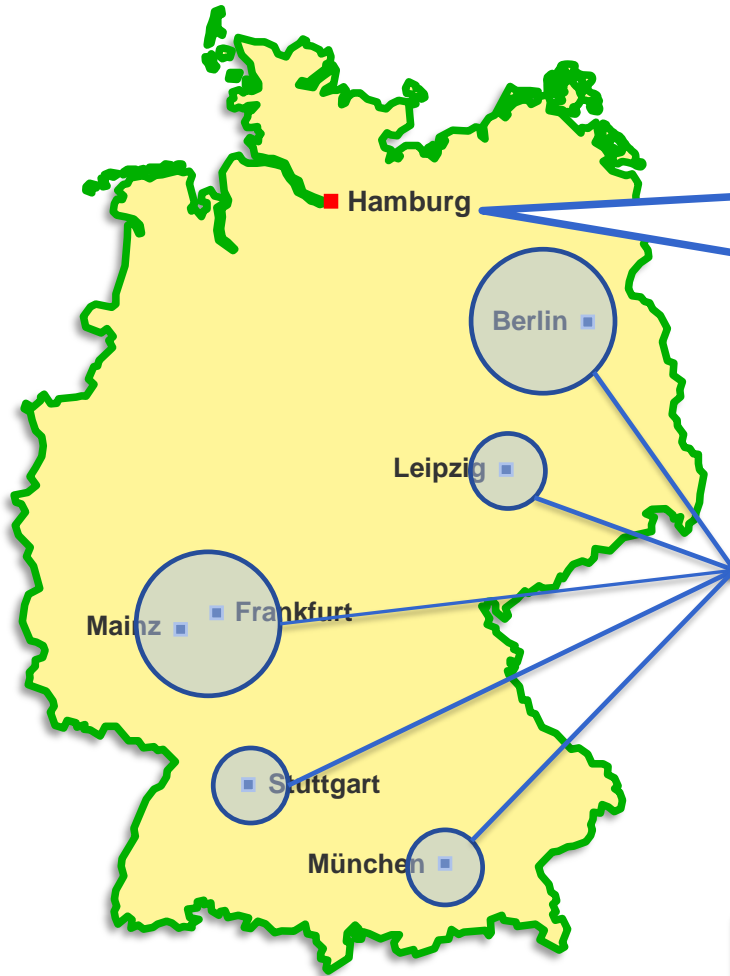
Thanks to Geo-targeting, Google AdWords can be displayed or not depending on the location of the user. The screenshots show examples of regionally limited ad serving

The screenshot shows the Google AdWords regional targeting interface. On the left, a sidebar contains a search bar with 'Houston, TX' entered. Below the search bar, there are options to 'Allow address to show in my ads' and 'Show my ads within 15 mi | use km'. A 'View on map' button is visible. The main area shows a map of Houston, TX, with a blue circular target area centered on the city. A tooltip over the map indicates 'Location: 15 mi around Houston, TX (Custom) Not selected'. The interface also includes a 'Selected locations' section with 'No locations selected' and a 'Cancel' button at the bottom.

Adwords campaigns are only shown to users who are located within the marked boundaries and of course also depending on their search query

Fraudulent use of brands and unallowed brand bidding are often carried out using strict regional targeting as it is more difficult to identify.
→ Brand owners often cannot see from their location, if their brand name is used in ads elsewhere.

Regional Targeting makes Brand-Bidding easier for Affiliates



Situation: Your company has its HQ in Hamburg and sells copyrighted products. You manage an affiliate program and as you also manage your own SEM, bidding on your brand and product names is not allowed for affiliates.

Problem: Affiliates often try to bypass your rules and bid on your protected brands and product names as these usually generate the best conversion rates. If regional targeting is used, it becomes very difficult to identify these practices. Affiliate ads are often only displayed around large cities, making it very difficult to trace for brand owners who are not located in the same area.

→ For the brand owning company from Hamburg, ads with regional targeting in other regions will not be visible.

Consequences: Direct sales potential is lost and illegitimate sales provision are paid to third party

PositionChecker can check if ads are displayed anywhere using protected brand or product names

Google [Erweiterte Suche](#)

Suche: Das Web Seiten auf Deutsch Seiten aus Deutschland

Web Ergebnisse 1 - 10 von ungefähr 10.900.000 für **versicherungen**. (0,20 Sekur)

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www.gothaer.de/ - [Im Cache](#) - [Ähnlich](#)

Lokale Branchenergebnisse für **versicherungen** im Umkreis von **Münster** - [Ort ändern](#)

- A** [Landwirtschaftskammer Nordrhein-Westfalen](http://www.landwirtschaftskammer.de)
www.landwirtschaftskammer.de - 0251 2376-0 - [Mehr](#)
- B** [Westfälische Provinzial Versicherung AG](http://www.provinzial-nordwest.de)
www.provinzial-nordwest.de - 0251 219-0 - [Mehr](#)
- C** [Nürnberger Versicherungen AG](http://www.nuernberger.de)
www.nuernberger.de - 0251 609-0 - [Mehr](#)
- D** [Wolters im Speicher GmbH](http://www.dammann-im-speicher.de)
www.dammann-im-speicher.de - 0251 6743310 - [5 Bewertungen](#)
- E** [Debeka Versicherung](http://www.debeka.de)
www.debeka.de - 0251 4831-0 - [Mehr](#)
- F** [Markplan & Versteegen Versicherungsmakler AG](http://www.markplan-versteegen.de)
www.markplan-versteegen.de - 0251 93203-0 - [1 Bewertung](#)
- G** [Hamburg-Mannheimer Versicherungs-AG](http://www.hm-muenster.net)
www.hm-muenster.net - 0251 60942910 - [2 Bewertungen](#)

[Weitere Ergebnisse im Umkreis von Münster >](#)

PositionChecker

NetBooster
AGENCY

NetBooster PositionChecker monitors SEM ad systems and screens them for ad placements using protected brand and product names on various search engines:

- Google
- Bing
- Yahoo

Requests from different geographical regions are simulated → Advantage: Even if geo-targeting is used, brand bidding can reliably be identified.

The NetBooster Brand Protection Tool checks pre-defined keywords on a daily basis or several times a day if required. It will identify any rogue entry and alert our client automatically, providing enough evidence (screenshots), allowing lawyers to follow up on the case.

Reportings are automatically generated and sent

Report A:

The system checks if other advertisers are bidding on a protected keyword. The following information is automatically extracted and included in the report email:

- Name of search engine + region from where the search request was generated
- Keyword
- Position of the ad
- Identified ads from the competitor (Title, Description, Display URL)

Report B:

The system checks if affiliates are copying your ads and are pushing them down using higher bids. This ad is usually identical to your original ad. The affiliate will however use a different tracking link as a target URL. Additionally to the information from report A, the tracking URL will be extracted from the ad and will be used to identify the affiliate.

PositionChecker BrandCheck

SearchEngineName	Keyword	Position	Captured Ad
Google DE AdWords Local DE IPv6 (Web-Suche)	sheraton essen	1	Sheraton Essen Sonderangebote (bis 65% günstiger). Sheraton Essen buchen! www.Sheraton-Essen.Reisen.de
Google DE AdWords Local DE IPv6 (Web-Suche)	sheraton essen	3	Hotel Sheraton Essen Jetzt bei Logitravel, mit Fotos Gästebewertungen und Lageplan! www.logitravel.de
Google DE AdWords Local DE IPv6 (Frankfurt)	sheraton essen	2	Sheraton Essen Sonderangebote (bis 65% günstiger). Sheraton Essen buchen! www.Sheraton-Essen.Reisen.de
Google DE AdWords Local DE IPv6 (Frankfurt)	sheraton essen	3	Hotel Sheraton Essen Jetzt bei Logitravel, mit Fotos Gästebewertungen und Lageplan! www.logitravel.de
Google DE AdWords Local DE IPv6 (Berlin)	sheraton essen	1	Sheraton Essen Sonderangebote (bis 65% günstiger). Sheraton Essen buchen! www.Sheraton-Essen.Reisen.de

TrackingUrl

http://www.airline-direct.de/czech_airlines.html

<http://www.fluege.de/linienflug.htm%3Fheadline%3DCzech%2BAirlines%2B%26content%3DDurch%2Bunseren%2Bunabh%25E4ngigen%2BFlugpreisvergleich%2Bsparen%2BSie%2Bbis%2Bzu%2B65%2525%2Bbei%2BIhrer%2BBuchung.%2BJetzt%2BIhre%2BFlugdaten%2Beintragen%2Bund%2Bden%2Bge%2BFcst%2Bn%2Bst%2Bprei%2B%2Bermitteln%2Blassen%2521%26cat%3Dreisen>

<http://www.flug24.de/linienflug.htm%3Fheadline%3DCzech%2BAirlines%2B%26content%3DDurch%2Bunseren%2Bunabh%25E4ngigen%2BFlugpreisvergleich%2Bsparen%2BSie%2Bbis%2Bzu%2B65%2525%2Bbei%2BIhrer%2BBuchung.%2BJetzt%2BIhre%2BFlugdaten%2Beintragen%2Bund%2Bden%2Bge%2BFcst%2Bn%2Bst%2Bprei%2B%2Bermitteln%2Blassen%2521%26cat%3Dreisen>

http://www.traveltopia.de/fluege/allgemeine_flugsuche.htm

http://www.airline-direct.de/czech_airlines.html