



Discount Shopper Targeting



Wickfire drives conversions from deal-oriented shoppers by directing coupon search traffic to customized merchant pages on our coupon site, TheCoupon.Co.

- Monthly traffic of 300,000+ unique visitors and **500,000+ page views**
- Focuses on **conversion enhancement** for partners
- Covers coupon and discount queries (“brand + coupon”) on Google, Bing, and Yahoo
- Additional value-adds available through homepage placements and email blasts

Reviews and Brand Reputation



Wickfire reaches customers higher in the purchase funnel through branded and non-branded research queries and directing traffic to our review site, HighlightReviews.com. We re-invest profits from our other channels to expand performance for partners and target new customers.

- Monthly traffic of 380,000+ unique visitors and **420,000+ pageviews**
- 35+ **category-specific review verticals** highlighting partners in comparison to their competitors
- Targets early consumer interest keywords (e.g. “best antivirus,” “Mother’s Day flowers,” and “beer clubs”) and brand reputation terms (e.g. “brand + review” and “brand + complaint”) to scale traffic

Direct Search Marketing



Your marketing team has worked hard to get shoppers searching for your brand. Make sure they take the final step to becoming a customer. Wickfire works as a search agency for companies without search marketing teams and collaborates with in-house teams to control the search space for your brand and steer your traffic to where it belongs – your site.

- Advertising on brand terms provides a **27% incremental lift** in traffic
- Wickfire’s direct search provides a **cost-effective alternative** to in-house search teams
- Targets trademarks, product names, and generic searches
- Uses ads to **displace competitors** bidding on your terms and negative reviews in organic search results

Why Clients Choose Us?

- \$260 million in referred sales for our partners
- 24+ million pageviews and 8+ million unique visitors across our web properties
- Shortlisted for Best Performance Technology by the International Performance Marketing Awards
- CJ Performer, Google Premier Partner, Rakuten Platinum Publisher

