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Red Bricks Media - Search Engine Marketing by Judah Getz

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Search engine results pages (SERPs) represent the most precious advertising real estate available to advertisers today. Yet search marketing is perhaps the most technical and time consuming part of online media management. Search marketers often lose sight of the forest for the trees, obsessed with the minutia of keywords, their bids, and ad text. Mature, competitive ad environments erode profit margins and limit growth.

In keeping with the Holistic Search practice, an advertising agency in San Francisco â€“ RBM, breaks through by focusing on audiences, their needs, behaviors, and pain points. Best-in-class bid technology is merely a price to entry. They optimize for when and where audiences search and meet them with optimal search experience design, maximizing conversion value per search query.

RBMâ€™s CARMA test platform works with the proven Marin Search Marketer software, giving strategists a rapid creative learning platform that builds competitive advantage for their clients week after week. Our KUNU analytics practice marries their client-side conversion dataâ€”revenue, customer acquisitions, and loyaltyâ€”with media spend. As a result, RBM exploits value inefficiencies in search ad auctions, pushing the best ads to the top of best customersâ€™ search results.

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Red Bricks Media is an a advertising agency San Francisco that creates enormous value for clients from the ever-changing media landscape.

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