

About dgmSearchLab



dgmSearchLab has been delivering ROI focussed solutions across Natural Search and Pay Per Click since 1999. Our pioneering approach ensures that we are driven to deliver your objectives and maximise your Return on Investment.

Search Engine Marketing solutions driven by your objectives

With around 90% of all online purchases beginning with a search, we believe that Search Engine Marketing (SEM) is the most important route to drive pre-qualified customers to your website and should be at the centre of any online marketing strategy.

More than Search Engine Marketing

dgm is the only UK provider able to deliver a single-supplier solution across affiliate marketing and search engine marketing. Our cross-channel expertise and technology combine to offer you services and solutions to complement your search engine marketing program and support your overall online marketing strategy.

dgmSearchLab can help you...

- à Devise integrated Search Engine Marketing strategies within the context of your overall online marketing strategy.
- à Develop your own in-house Natural Search strategy.
- à Develop Pay Per Click solutions that are driven by your objectives.
- à Fully integrate bid management, search and website analytics.

- à Develop and understand your ROI through tracking and reporting.

Our expertise, experience and performance-based heritage delivers results

- à Over 10 years proven record in delivering results across vertical sectors.
- à Established ROI heritage and culture through performance.
- à Long-standing relationships with major European search engines.
- à Consultative approach: we work with you to define and deliver the optimum search engine marketing solution to fulfil your e-business objectives.
- à We partner with media and online marketing agencies, acting as the backbone and the implementation centre of their clients' PPC campaigns.



About dgmSearchLab



Pioneers in the industry

- à First to partner with original search engine Inktomi on Paid Inclusion.
- à First to integrate proprietary bid management software into Google, Yahoo! Search Marketing, MSN AdCentre and Miva.
- à First to offer single-supplier co-ordinated approach to search and affiliate marketing.

Dedicated account management with multi-sector experience

- à One of the highest account manager to account ratios in the industry.
- à Extensive multi-sector experience – including travel, finance, shopping, telecoms, automotive and retail.
- à End-to-end support including Search Engine Marketing strategy campaign setup, on-going management, market intelligence and training.

- à Strategically integrated Natural Search and Pay Per Click solutions.
- à Multilingual account managers running multi-country SEO and PPC campaigns.

Best of breed technology for bid management, search and site analytics

- à Storm IQ is the first platform to integrate search and site analytics, enabling advertisers to see exactly where traffic and sales have originated from a search, and where they have occurred naturally.
- à Fully integrated Pay Per Click bid management.

Contact Us

Contact us today to find out how we can make help you make the most of your search engine marketing activities.

You can email us on interested@dgm-searchlab.com or call us at 0207 943 4200. Alternatively visit our website to find out more about our services: www.dgm-uk.com.

“Avis Europe has been successfully working with dgmSearchLab for over 4 years. A tailored bespoke campaign was put together to deliver highly qualified customers across 9 European regions spanning 13 languages. Specific location guides were developed in line with dgmSearchLab’s cutting edge approach to long-term ethical SEO. Dedicated account management provided a pro-active forward-thinking resource which is invaluable in a pan European campaign and the coordinated roll out process. SEO has been a highly cost effective channel for Avis Europe and one which will remain at the forefront of our online activity”

*Mirko Behnert, E-Commerce Marketing Manager
EMEA Avis Europe*

The AVIS logo consists of the word 'AVIS' in a bold, red, sans-serif font, set against a white background with rounded corners.

“We have been running PPC for two brands within the KCOM group for the past year and a half and in that time these have gone from strength to strength. dgm and the PPC team have provided us with industry expertise and cutting edge technology which has allowed us real time automatic optimisation but also crucially a holistic overview of all our channels. We are able to see users journey to sale processes and the interaction they have with the different touch points. This enables us to ensure our marketing budgets are aligned with that intelligence and our media spend is working as hard as possible for us.”

*Nicola Clare, Channel Manager
Eclipse Internet*

The Eclipse Internet logo features the word 'eclipse' in a lowercase, sans-serif font, followed by 'internet' in a smaller, uppercase, sans-serif font. A stylized orange and yellow arc is positioned above the 'i' in 'internet'.