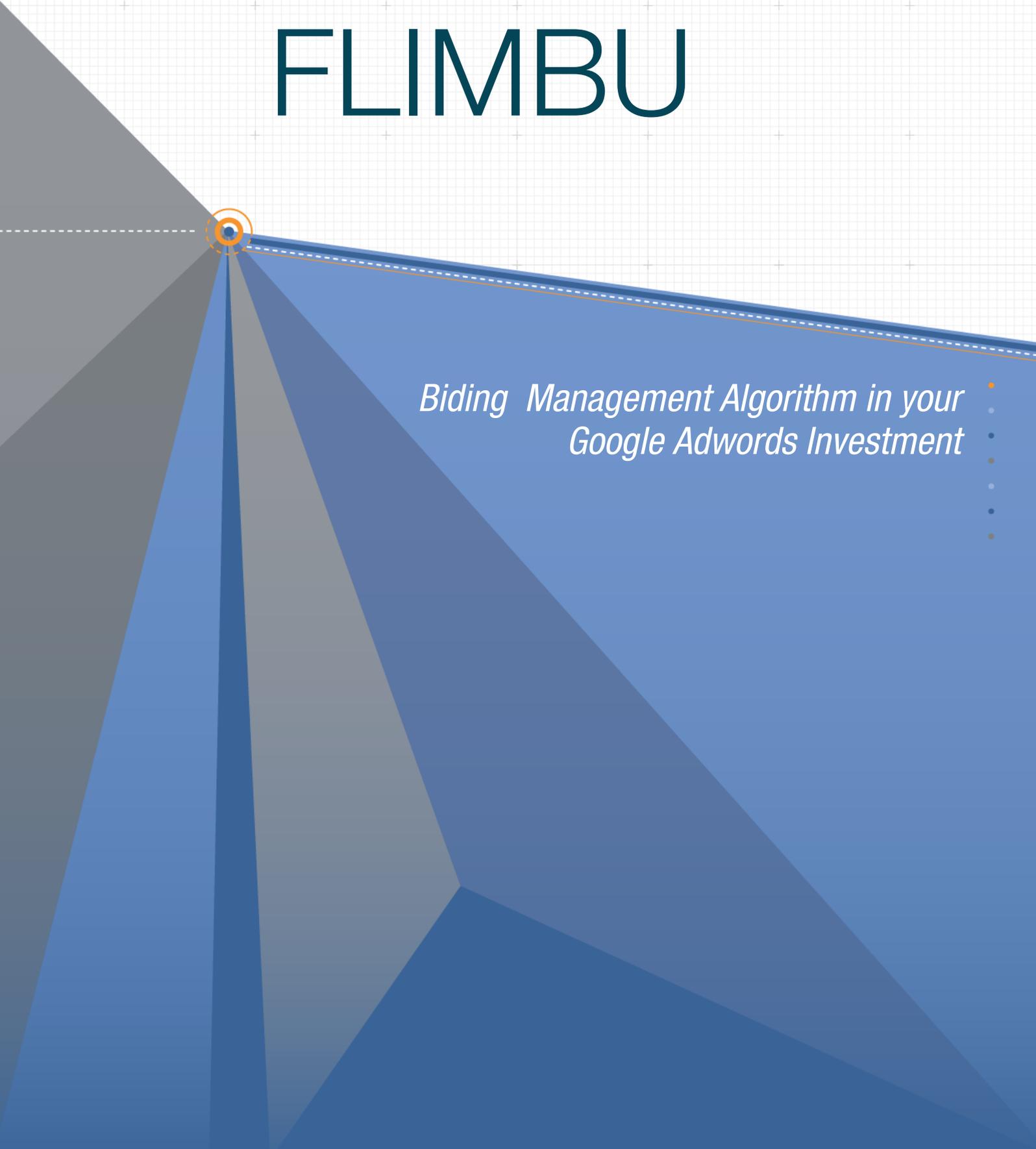


FLIMBU



*Biding Management Algorithm in your
Google Adwords Investment*



Key Challenges

- Administrate a fixed budget in your portfolio keywords to generate more clicks.
- Manage the complexity of unlimited keywords per campaign.
- To take the best decision you need to analyze a vast amount of data.

Our Value Proposition

Using our Online Marketing Portfolio Bidding Optimization Service you get your investment daily optimized by our proprietary algorithms.

+20% average ROI improvement

+100.000.000 monthly impressions served

No training needed

Plug & Play service for your Google AdWords account

Methodology

We use a modern portfolio theory approach that enables us to find the best solution available. Forget about basic rule-based services.

1. Data download: We obtain the data for your account/campaign performance.
2. Data processing and Optimal Bid: Our servers simulate your Adwords Market and determine the best CPC bid for each keyword that maximizes overall return.
3. Results: For each keyword in your portfolio, Flimbu finds the best bid.
4. Results Upload: Flimbu uploads decisions to your Adwords account, and you can start enjoying the results.

Deliverables

- An automated daily optimized campaign.
- Online control panel.
- Google's certified professionals support.



About Continente Siete

Continente Siete is an algorithm workshop, where mathematical models are constantly being developed to address complex problems.

What is an algorithm?

It is a step-by-step procedure for calculations.

We are Able to use them in different áreas for different problems.

What do we offer?

We have a set of “plug-and-play” products to attend specific needs.

But we feed our innovation process by building tailor-made solutions for our clients. Our core is our methodology, which allows us to work across industries with ease.

We move between two worlds (academic and business) and with this bridge we bring knowledge and innovation to results.

How do we do it?

People + context + tolos. Continente Siete is a transparent company with amazing people and the right technology. We keep our engine running (fun and engagement) through challenging requests.

We have worked in many industries, including demand forecasting, on-line marketing, transportation, behavioral targeting and telecommunications.