

Moments-in-Time API

Imagine having the ability to leverage a sports or weather feed that tells you when to bid up or down, and what ad to trigger based on actual, real-time events.

At PMX Agency, we deliver an innovative “Always-On” approach that ensures success and competitive differentiation. In addition to our evergreen strategies around your brand and product lines, we augment your campaigns with strategic “Moments-In-Time” initiatives, aligned to real-time events such as weather and sports that will secure consistent exposure in your categories.

To support these initiatives, we’re excited to introduce two new API’s: Sports Data and Weather Data. These brand new, proprietary API’s integrate within your current bid management platform and trigger timely and relevant ads based on our exclusive access to real-time data.

WHAT THIS MEANS FOR MARKETERS

// Incremental Revenue Opportunities

Marketers can take advantage of every spike in traffic instantly, which means more opportunities to drive sales and build brand awareness.

// Win Your Category at Peak Times

Brands can now maximize exposure when market demand is highest to stay one step ahead of the competition.

// Scale Efficiently

Pre-set and agile settings allow us to maximize your paid search share-of-voice only when it counts, which means you’ll more efficiently capture qualified traffic.

HOW IT WORKS

Define key “Moments-In-Time” around sporting events or weather.

Integrating Data from Sports and Weather Statistic APIs.

MarketRelevance® is our proprietary tool that houses the Optimization Algorithms built by our search strategists. These business rules are customized based on key events/news and is integrated into any bid management platform. We strongly believe in taking a platform agnostic approach, so we match the bid platform to your unique needs.

Geo-targeted specific ads are served - resulting in more timely and accurate ads. - with greater results.

CONTACT US TODAY TO LEARN MORE.

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