



PAID SEARCH MARKETING

Guide for Partners



Paid Search Marketing Guidelines for Partners

Paid search marketing (PSM) or pay-per-click (PPC) advertising helps both you and Eagle Eye Networks to promote your business where everyone is searching — the Internet. But working together in paid advertising is imperative to help protect the Eagle Eye brand, manage investment in paid advertising, and help minimize areas where we compete against each other to win more customers and drive revenue.

As a well-established premium brand, Eagle Eye relies on our partner community to add value to the brand, its products, and its services. It's important that we work together to universally manage paid search marketing and ensure we provide customers with clarity around brand-specific search queries.

We encourage authorized business partners to participate in pay-per-click advertising but want to establish some guidelines to make it successful and profitable for everyone. These guidelines are designed to help you manage your PPC budget and strategy while allowing us to work together to drive brand recognition and generate new leads.



Search Engine Rules around Brand Advertising

Google and other major search engines recognize the importance of trademarking as it helps brand owners like Eagle Eye ensure the brand is used responsibly in online advertising. That in turn safeguards the quality and relevance of search engine results for everyone.

Search Engine Rules Around Brand Advertising and How to Drive a Successful PPC Strategy

1 Referencing Eagle Eye Products and Solutions Correctly

Eagle Eye-branded keywords can only be used if the products are referenced on the business partner site.

Eagle Eye Solution – e.g. Eagle Eye Complete

Eagle Eye Product Name – e.g.
Eagle Eye Smart Video Search, Eagle Eye LPR

This includes updating brand names, spelling, and version numbers if needed.

2 Add Value to the Eagle Eye Brand

In your ad copy, emphasize the value you add rather than the cost or discounts. Eagle Eye seeks to set a quality standard, and discounts or price-led messaging damages the brand and impacts margins.

The use of discount price messaging in conjunction with any Eagle Eye-branded keyword is discouraged. This includes emotive terms such as “cheapest”, “low cost”, “bargain”, “sale”, etc.

Acceptable

Eagle Eye LPR

Unacceptable

EEN License Plate Recognition

Acceptable

Sometimes it is necessary to highlight cost-effective solutions.

Examples include:

Customers can save money with discounted monthly and multiyear subscriptions.
Eagle Eye Camera Direct Complete is an affordable direct-to-cloud surveillance solution.

Unacceptable

Eagle Eye is the cheapest VMS with bargain cameras.

3 Promote your “Unique Selling Points” (USP) as an Eagle Eye Reseller

Promote your USPs in ad copy. Specialization, vertical markets, extra services, location, mission statement, or brand values are examples. This technique boosts the Eagle Eye brand and products.

e.g. Certified Eagle Eye Networks Specialist in [insert Local Area]

4 Do Not Bid on the Eagle Eye Trademark Keywords

The standalone pure brand term “Eagle Eye Networks” is only for Eagle Eye to use and must not be actively bid upon under any circumstances. As the registered holder of the trademark, Eagle Eye reserves the right to rank in position 1 for all search terms that include the keyword ‘Eagle Eye.’ Not only does this reduce the up-bidding of the same keywords, but it also ensures the prospect or customer is not confused by who is Eagle Eye and the corporate entity providing the core products.

5 Using Eagle Eye Trademarks in Google Ads (and other digital ads) Copy

You may use Eagle Eye Networks trademark words in Google Ad copy with permission. Fill out this trademark form to utilize Eagle Eye trademarks in Google Ads, and send your Google Ads Customer ID to the marketing department at marketing@een.com.



There is a difference in using Eagle Eye Networks trademarks in ad copy versus bidding on them as keywords. Do not bid on Eagle Eye trademark keywords.

6 Avoid Defamation of the Eagle Eye Brand, Products, and Other Resellers

Do not make unfounded claims in advertising that cannot be clearly substantiated. Any use of ambiguous ad copy relating to status such as “best” or “preferred” outside of the approved company taglines and slogans. Eagle Eye proactively monitors paid search activity on Eagle Eye keywords on a daily basis via automated tracking software to ensure the Eagle Eye trademark is being used responsibly and in line with these guidelines.

Thank you for your cooperation. We are proud to do business with partners who are equally supportive of the brand and the integrity it holds.



Approved taglines/slogans:

Eagle Eye Networks - Smart Video Surveillance

Eagle Eye Networks - #1 in Cloud Video Surveillance Worldwide

Eagle Eye Networks, the global leader in cloud video surveillance and artificial intelligence (AI)