

**Yahoo!**

www.yahoo.com

www.advertising.yahoo.com/desktop

Industry

Online marketing

Challenges

- Enhance client productivity
- Help clients execute bulk changes across Yahoo! campaigns
- Provide a responsive, offline tool for campaign management

Solution

- Search marketing campaign management

Yahoo! selected Adobe AIR to build Yahoo! Search Marketing Desktop, an easy-to-use offline application for creating and managing Yahoo! search marketing campaigns.

Results

- Boosted client productivity by more than 50%
- Enabled updates in minutes versus hours
- Developed one application for multiple user platforms
- Enabled account managers to focus on strategic tasks

Systems at a glance

- Adobe Flash Platform. Components used include:

Adobe AIR

Adobe Flex Builder

Yahoo!

Yahoo! clients can manage search-based ad campaigns 50% more efficiently with Yahoo! Search Marketing Desktop based on the Adobe® Flash® Platform

Faster, smarter campaign management

According to comScore, Americans conducted 15.2 billion online searches in January 2010. With so many people searching online, search-based advertising campaigns have become a powerful tool for marketers looking to improve the bottom line. To maximize the effectiveness of their campaigns, smart marketers today focus on driving increased return on investment (ROI) through a combination of intelligent keyword management, testing, and targeting. Now they have a powerful ally in their efforts—the Yahoo! Search Marketing Desktop, a hybrid online and offline search marketing campaign management tool developed using the Adobe Flash Platform including Adobe AIR® and Flex® Builder™ software.

"Some of our largest clients manage hundreds of thousands of keywords, and they want more responsive, efficient ways to update their Yahoo! accounts," says Shaowkat Kabbara, lead product manager for the Yahoo! Search Marketing Desktop. "Using Adobe AIR and the Adobe Flash Platform, we have built an easy-to-use application that gives our advertisers everything they need to create and manage Yahoo! search marketing campaigns right from their desktops."

Managing campaigns from the desktop

The Yahoo! Search Marketing Desktop solves many of the challenges that can arise when managing search advertising campaigns through a web-based interface. Marketers using a large number of keywords have traditionally worked in spreadsheets to make changes to their campaigns. They then imported the data into their online accounts, a laborious, lengthy, and sometimes error-prone process. Marketers typically could wait for upwards of an hour for pages to refresh once bulk changes were made.

Alternatively, marketers used application programming interfaces (APIs) to manage their accounts. This approach, however, did not provide a high level of control for granular transactions such as removing one keyword from a campaign.

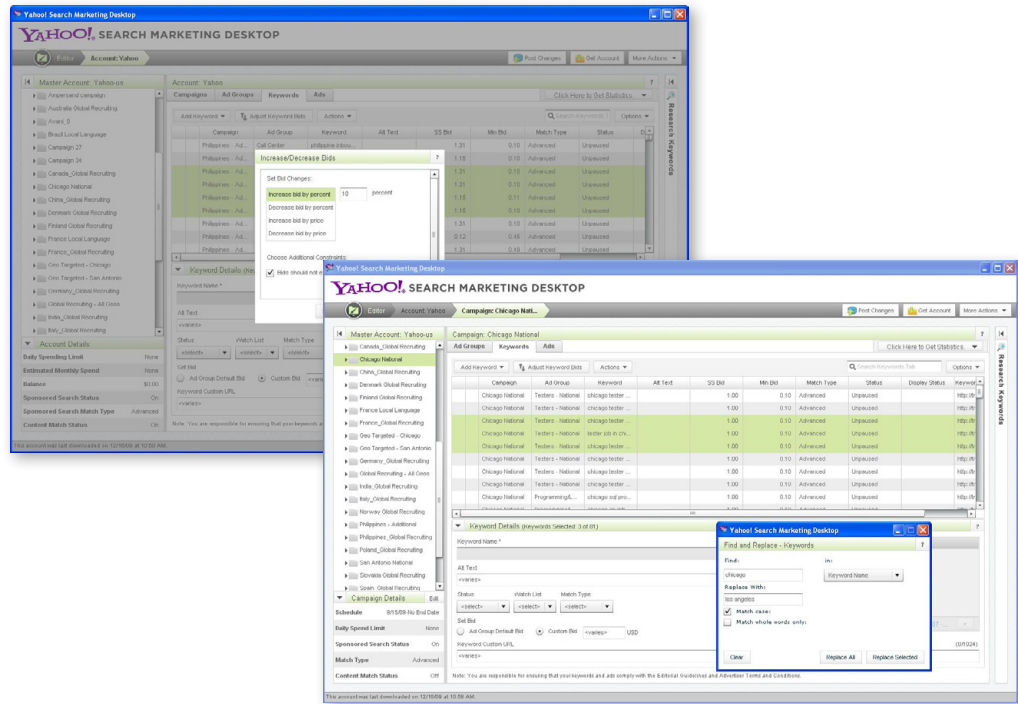
When clients experienced difficulties, they often turned to their Yahoo! account managers to resolve and upload data on their behalf. "While we are always happy to respond to advertiser requests, we know we can add more value and spend time with clients in other, more strategic ways than helping them make updates to their accounts," says Michelle Campbell, account manager for Yahoo!

Intuitive and flexible campaign workflow

With the Yahoo! Search Marketing Desktop, search marketers can work on their desktops using an application designed specifically for campaign management. They can execute bulk changes across campaigns, ad groups, keywords, and ads; import data from third-party campaigns; and take advantage of a keyword suggestion tool to find relevant keywords and add them to campaigns and ad groups. Once clients connect to the Internet, the Yahoo! Search Marketing Desktop automatically and quickly completes any updates.

"We are leveraging the web services capabilities of Adobe AIR to enable clients to make updates to their campaigns in minutes—even campaigns with hundreds of thousands of keywords," says Brandon Cox, product manager of search advertising for Yahoo! "Adobe AIR allowed us to build a sophisticated, branded desktop application that lets our clients manage their Yahoo! accounts outside the browser from their desktops."

With Yahoo! Search Marketing Desktop, users can easily execute bulk changes across multiple campaigns, ad groups, keywords, and ads—all in a fraction of the time of using the web-based interface.



“We chose Adobe AIR and the Adobe Flash Platform because they would allow us to create an offline desktop tool with local database capability—and we wanted to build just one version for deployment across all of our user platforms including Microsoft Windows, Mac, and Linux.”

Calvin Kuo
Software architect, Yahoo!

The development team pushed the envelope on scale and performance for Adobe AIR. “With Adobe AIR, Yahoo! Search Marketing Desktop can manage millions of objects stored on the local desktop and maintain responsiveness,” adds Cox. “The clear separation of presentation logic in MXML from business logic in Adobe ActionScript® allowed us to have separate developers working in parallel to help reduce overall development time.”

According to Digital Media Agency Sitewire, uploading account changes using web-based tools previously took approximately an hour, but using the new desktop tool from Yahoo! it takes only minutes. “With the Yahoo! Search Marketing Desktop, our search marketing clients can spend less time on the tactical details of campaign management and more on the strategies that can help them increase campaign ROI,” says Leslie Sloan, senior marketing manager for Yahoo! Search Marketing. “And our account managers can spend their time with clients on more value-added activities.”

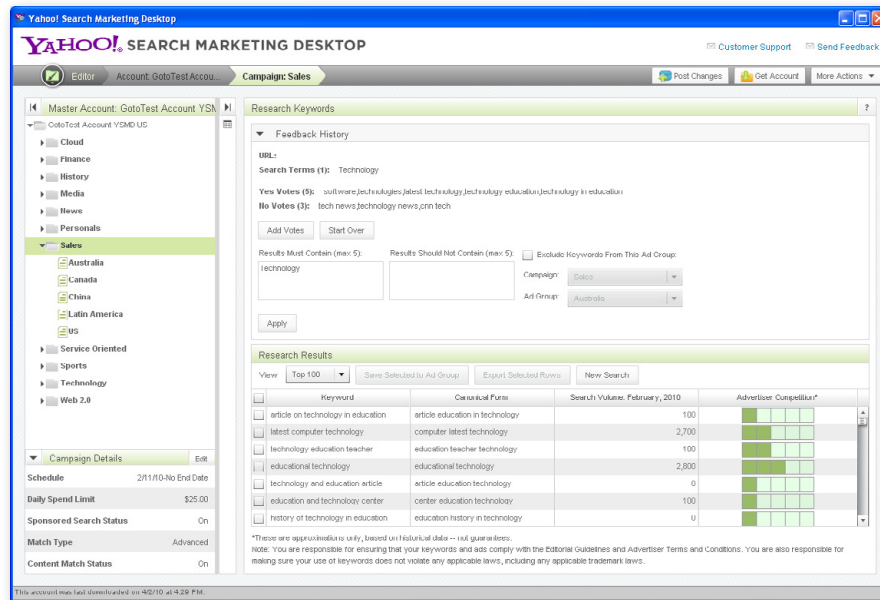
One application, multiple platforms

Kabbara was responsible for building the business case and creating the product requirements for the new solution. He and his team carefully assessed clients’ business needs and competitive offerings. The team was looking for a technology platform that would help Yahoo! solve clients’ issues now and into the future. “We created a list of attributes that helped us drive toward the right decision for both short- and long-term product strategies,” recalls Kabbara.

First, Yahoo! needed to deliver a desktop solution that would offer more responsive performance. The company wanted to enable customers to easily update campaigns through an intuitive, responsive, and cutting-edge interface, based on feedback from its clients. To accommodate a wide range of Yahoo! customers, using various software and hardware solutions, it was important for the company to build a product that was cross-platform. At the same time, Yahoo! did not want to incur high development costs to support multiple operating systems.

With these requirements in mind, Yahoo! evaluated several options for building its Search Marketing Desktop, but quickly zeroed in on the Adobe solution. “Given the strategic nature of the Search Marketing Desktop, we looked at all the available options,” says Calvin Kuo, software architect for Yahoo! “We chose Adobe AIR and the Adobe Flash Platform because they would allow us to create an offline desktop tool with local database capability—and we wanted to build just one version for deployment across all of our user platforms including Microsoft® Windows®, Mac, and Linux®.” Kuo and his team also note the confidence they have to grow with Adobe and continue development using the Adobe Flash Platform.

The Yahoo! Search Marketing Desktop, based on Adobe AIR, lets users leverage the power of a new keyword suggestion tool to help find relevant keywords and add them to campaigns and ad groups.



"We wouldn't have been able to achieve the depth of features and the exceptional user experience we have without using Adobe tools. By using Adobe AIR, we have delivered a superb user experience in a short time that helps us stand apart from our competitors, without requiring the efforts of a huge team."

Shaowkat Kabbara
Lead product manager, Yahoo!
Search Marketing Desktop

Tangible ROI

Yahoo! Search Marketing Desktop is already delivering measurable returns for both Yahoo! and its advertisers. According to Kabbara, customer satisfaction has risen significantly with the new, advanced solution. "This type of tool has been one of the top requests in terms of new development in our advertiser surveys. With Yahoo! Search Marketing Desktop, we have met our customer's needs and considerably streamlined their process to complete tasks," adds Kabbara.

For clients, the returns are equally impressive. The Yahoo! Search Marketing Desktop team noted that on average, customers that have adopted the tool have increased productivity on key tasks by 35% to 55%. The increase in productivity frees up a lot of time to focus on strategic tasks rather than tactical campaign management and updates.

"We wouldn't have been able to achieve the depth of features and the exceptional user experience we have without using Adobe tools," says Kabbara. "By using Adobe AIR, we have delivered a superb user experience in a short time that helps us stand apart from our competitors, without requiring the efforts of a huge team."

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