



Wipro's search engine marketing services

Search engine marketing requires effective campaign management, efficient process management and automated technology in place. Wipro provides end-to-end search engine marketing services that include account setup and optimization on all search engines. Wipro's search engine marketing capability amalgamates right people, efficient process and advanced automated technology for effective search campaign management, optimal media spend and improved campaign performance and ROI.

Fulfillment and management of search engine marketing and advertising campaigns across publishers



End-to-end search engine marketing fulfillment and management solution supported by proven process, robust and automatic toolset and skilled campaign managers



Dedicated search engine marketing specialists with skills and resources to setup and optimize search campaigns across publishers



Partnership with cutting edge campaign management automation tools like Kenshoo, Marin, Acquisio, etc.

Key benefits

Efficiency

Wipro invests in technology that saves time and reduces cost. Our robust and advance technology, successful processes and skilled people ensure efficiency.

Simple opportunity cost

Wipro's efficient and successful processes are easily integrated with the SEM efforts.

Continuous innovation

Recommendations and suggestions based on data insights and study for continuous campaign performance improvement leading to more customer value and ROI.

Effective end-to-end campaign setup and optimization

Wipro's unique approach of amalgamation of people, process and technology ensures that search campaigns are effective enough to provide better ROI for advertisers.

SEM enhanced through amalgamation of skillful people, efficient processes and advance technology

Key features

Advance automated performance management

Bid and budget management through advance performance tools that ensure optimal media spend across publishers leading to expected metric outcome.

3rd party tool integration

Wipro's processes and advance performance tools are capable of integrating with any third party or legacy ticketing or CRM tool, which is required to manage large operations.



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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of

services, strong commitment to sustainability and good corporate citizenship, we have over 160,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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