

ClearSearch Clients Now Tracking Ads With Dundas Consulting Dash

Background

“ClearSearch | media” is an online media company specializing in search engine marketing (SEM). Our core strength is on the paid search (a.k.a., pay per click or PPC) side of the industry, where we build and execute paid search marketing strategies for both client and ClearSearch-owned Internet properties. Our services cover the full lifecycle of a paid search campaign, including strategy & consulting, implementation, management, optimization and reporting.

The Challenge

ClearSearch was looking to expand their service offering in the search engine marketing space. This expansion included a digital dashboard project designed to provide reporting capabilities to our customers’ clients. The plan was to offer the ability for clients to access data from multiple data sources in one place, and allow them to then filter that data by different parameters like date range, campaign, product, etc.

What We Needed

One of the key requirements was that the dashboard should be very light, simple and textual. We knew we wanted few background images and borders, while most of the functionality would be available via textual links. Animated collapsible panels were to be created to separate the content into meaningful sections.

Why We Chose Dundas Consulting

We first came across Dundas Consulting on Google and ultimately chose to partner with them because they met and exceeded the three main cri-

teria we assess when seeking out partnerships: people, product and proficiency. The people impressed us with their clear understanding of the project criteria and expectation, as documented in their initial proposal to us. It was evident they had done this before and that we could trust in their commitment to meet and exceed our expectations.

In addition, we could see that Dundas Consulting has a proven track record of launching both basic and more sophisticated software products/dashboards for companies in a variety of industries. And we knew that Dundas Consulting is a Microsoft Gold Certified partner, which gave us confidence that they would be highly proficient and could handle any technical challenges that may arise with efficiency and ease.

How Dundas Consulting Solved Our Business Problem

Dundas worked with ClearSearch to design and develop a dashboard application for tracking web-based advertising and marketing campaigns for their clients. The dashboard’s distinctive style and crisp user interface provides a variety of performance indicators, which give a comprehensive analysis of each campaign, and in aggregate. Users receive a high-level overview of the business.

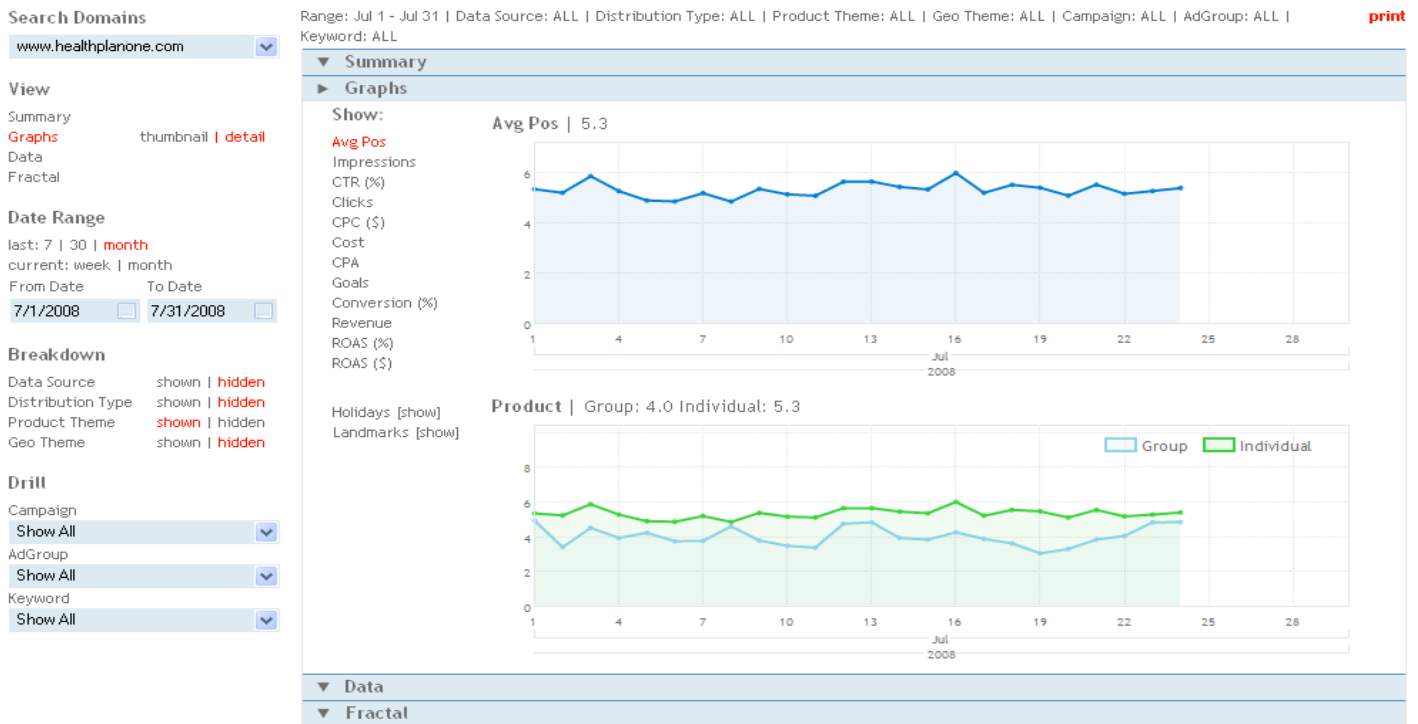
The Result?

The dashboard solution is now offered as a service by ClearSearch to its clients and is maintained by and outsourced partner; the Dundas team/consultant worked well with the client’s outsourcing partner to effectively test and deploy the developed dashboard application. This collaboration

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was essential to deliver an effective solution and proved to be successful for the project.

We couldn't have been more pleased with the product Dundas Consulting delivered and the efficiency with which they delivered those results. They were professional and highly effective at every touch-point along the way.

work with Dundas Consulting on future projects and I would personally recommend them to any company seeking a long-term or project-based development partner.

Jon Simmons
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The Future

The business development staff gave us the assurance that our expectations and needs would be met. Also, the development team brought a positive, "can do" attitude and delivered on that promise, exceeding our expectations. We will