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## InfoSpace introduces paid inclusion

By [Nathan Power](#) | Published on 08/30/2002 | [2002 Newsletters](#) |

### InfoSpace has introduced a paid inclusion program

Pay Per Click Search Engines Update #028

August 30, 2002.

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<http://www.goclick.com/?AID=7478>

#### 1. Terra Lycos adds pay per click advertising

Lycos and HotBot are offering the ability to advertise on a pay per click basis on the result pages of keyword searches.

The ads appear to the right of normal search results, similar to the way that Google presents its AdWords Select sponsored links.

The program, called Lycos InSite AdBuyer, is actually FindWhat's new private label, keyword advertising platform. FindWhat says it is providing Terra Lycos with, "infrastructure, business processes, and customer service on an outsourced basis to support Lycos' new service."

The new platform supplied by FindWhat will integrate the existing paid inclusion with the new keyword advertising services.

The minimum bid for its new pay per click program starts at 5 cents per click and you can open an account with a starting balance of \$50 or more.

Terra Lycos says that users of the InSite AdBuyer program will have access to a unique keyword suggestion tool, an account management center that allows you to change details as you need to, as well as allowing the control you usually have over a pay per click search engine advertising campaign.

What does this mean for FindWhat advertisers? Well, actually, not much.

If you are an existing FindWhat advertiser and want to try Lycos' new service, you will soon have the ability to be able to copy some or all of your account details from FindWhat to Lycos.

Your listings have already been approved by FindWhat's editorial staff and therefore will be automatically accepted for use on Lycos and HotBot.

I would suggest anyone who is considering to use the account copying feature to do so carefully as it not only copies your keywords and listings, but also your credit card details.

If you do transfer your listings and site details across from FindWhat, all your bids below 5 cents will be nudged up to that amount because Lycos' minimum bid is 5 cents. You can start an account with \$50.

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<http://insite.lycos.com/searchservices/adbuyer/overview.asp>

FindWhat:

<http://PayPerClickSearchEngines.com/findwhat/>

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### 2. InfoSpace introduces new paid inclusion program

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In a similar move, InfoSpace has made an agreement with Ah-ha to provide a Paid Inclusion Program for use in its search network.

You will soon have the ability to have your website displayed in InfoSpace's Search Network. The network includes InfoSpace, Dogpile, WebCrawler, MetaCrawler and others. It also distributes to Excite.

The program will allow you to promote your site within the search results at Excite and other sites that are a part of InfoSpace's network.

<http://InfoSpaceInc.com>

<http://PayPerClickSearchEngines.com/ah-ha> [UPDATE: This link is obsolete.]

### 3. Overture enhances Match Driver

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Overture claims the latest enhancement to Match Driver will bring you more qualified leads. So far the only experiences that I hear of aren't so flattering.

I have heard reports from advertisers that they are receiving traffic from not only key phrases that they haven't bid on (which is what Match Driver does), but also from irrelevant key phrases.

Overture says the traffic from the expanded matching feature will be shown in your reports under the terms you have bid on. I would recommend you monitor your Overture reports over the coming months to see whether you are getting more qualified leads or whether it is matching up irrelevant key phrases.

What the Match Driver enhancement does do is actually deal mainly with longer and more complex search phrases. It compares the search term you have bid on, your title and description before offering your listing as a match.

You should also know that Match Driver is active for every account. You aren't able to opt-out of it at any time.

More information about Match Driver:

[http://overture.com/d/USm/about/advertisers/dtcfaq\\_md.jhtml](http://overture.com/d/USm/about/advertisers/dtcfaq_md.jhtml)

Overture:

<http://PayPerClickSearchEngines.com/overture>

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[http://www.gotoast.com/toast\\_types.asp/?GCID=GCID=C1610x012](http://www.gotoast.com/toast_types.asp/?GCID=GCID=C1610x012)

### 4. Espotting introduces new relevancy standards

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Espotting has introduced new relevancy standards which it says will improve the quality of traffic and raise your ROI as well as give users a better search experience across its network.

The new standards are as follows:

"Keywords. The keyword must now appear in the title. Please remember, if the keyword in question is a real, brand or place name, a customized and targeted campaign must be created to support it.

"URLs. A deep content URL must complement every keyword. This URL must enable a user to click straight through to the relevant page, clearly featuring the content, product or service related to that keyword."

These new rules apply to new keywords and listing submissions. Your existing listings will be

<http://espotting.com/popups/relevancyrulebook.asp>

[UPDATE: This link is obsolete.]

<http://PayPerClickSearchEngines.com/espotting>

5. Left over: Forget CPC, What's your ROI?

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Here is a good article by Danny Sullivan that might help out when it comes to dealing with Overture's new Auto Bidding feature.

<http://www.clickz.com/search/opt/article.php/1436021>

Nathan Power [webmaster@PayPerClickSearchEngines.com](mailto:webmaster@PayPerClickSearchEngines.com)

<http://PayPerClickSearchEngines.com>

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