



## LE GRAND OFFERS A FREE ANALYTIC AND DIAGNOSTIC TOOL FOR SEM CAMPAIGNS

**TOKYO, Japan - October 17, 2007** - Le Grand Co., Ltd., a consultative agency for Search Engine Marketing (SEM), developed a tool called “SEM Mermaid™”, which helps Japanese advertisers analyze their SEM campaigns on Google and Overture (Yahoo! Search Marketing) and recommends actions needed to achieve their CPA (Cost per Acquisition), ROI (Return on Investment) and/or Revenue targets. The tool is available free of charge for everyone from Le Grand’s website (<http://www.LeGrand.jp/mermaid/>).

It is very easy to use SEM Mermaid even for advertisers with limited experience; all they have to do is to just download “keyword reports” of their campaigns from Google or Overture for any period that they would like to analyze, then upload those CSV files to SEM Mermaid.

If advertisers would like to know more than just CPA, SEM Mermaid’s wizard will also guide advertisers to input key parameters such as their average sale per order, profit margin and target number of conversions so that advertisers can learn what action(s) they need to take on their SEM campaigns in order to grow their business in profitable ways.

According to the recent research done by IAB with PwC in UK and US, SEM’s share of total online advertising spend during the first half of 2007 were 57% and 41% respectively, while it is only 27.5% based upon Dentsu’s estimation for 2007 since Japanese advertisers still prefer investing more money into display ads, even though its ROI is much less transparent. This is mainly due to the lack of understanding and sensitivity about CPA/ROI among Japanese advertisers and agencies.

Therefore, in order for Japan’s SEM market to grow as fast as it should be, Le Grand considers it’s critical to provide a tool like SEM Mermaid and educate Japanese advertisers to improve their literacy about quantitative analysis of their SEM campaigns without hassles. Le Grand strongly believes such efforts shall be paid-off as Japanese advertisers, who become more CPA/ROI sensitive, will start seeking more consultative advices on their campaign optimization rather than mere intermediacy, which, though, will be very hard to find among existing Japanese agencies except Le Grand.

### About Le Grand

Le Grand is a consultative SEM agency founded by ex-Overture/Yahoo! senior executives. Le Grand is focused on providing strategic consultation to optimize clients’ campaigns based upon quantitative analysis of hundreds of metrics affecting effectiveness of their campaigns often with performance-based remuneration. Le Grand is headquartered in Tokyo, Japan, and its services include SEM consultation, campaign optimization & management, tool development, market research of Japan’s internet industry as well as strategic advice and consultation as to Japan market entry.

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