Ai Products

Permanence & Positioning Guidelines for AiYellow Ads

Main Concepts

Positioning & Permanence

When **marketing** AIYellow Ads it is essential to consider **two main concepts** and the way they work:

These two concepts **go hand in hand, and complement** each other.

When users make a search, a list of all the companies in that category pops up: we call the **Ad's priority** in that list of results **'positioning'**.

Advertisers usually **want the best positioning possible** for their ads—and this is where you can offer more than one code to a single customer.

Ads positioning is determined by **a ranking system** that **rewards fidelity and advertising investment**.

Users' searches will result in the first positions for **Gold Ads**, then Premium and Standard Ads, and finally Basic Ads.

- *When two Ads have different ranking positions, the one with the highest ranking will show first.*
- *When two Ads have the same ranking positions, the one that publishes first will show first.*

It is important to know an Ad's Ranking, since this knowledge will alow you to **increase sales**. To know an Ad's Ranking, place the mouse on the Ad's picture where you will see a letter 'R ', followed by a number- that's the Ad's **Ranking**.

If your client wants a **better positioning than that of the competition**, you must offer the client a higher amount of codes, which will immediately improve their positioning.

Advertisers can **add codes whenever they want**, and changes in position are immediate.

The Ranking positioning **is maintained** during the permanence of the Ad.

Permanence is the length of time and Ad is published and visible on AI Yellow' portal.

Table of Code Combinations

This is a table explaining the **Ranking points** and extra **permanence** you can obtain by loading several codes for a single Ad.

If I have an Ad with a… base

And I add a code…	STANDARD I get in permanence & positioning…	PREMIUM I get in permanence & positioning…	GOLD I get in permanence & positioning…
STANDARD	+ 1 Ranking point + 1 year of Standard Ad	+ 1 Ranking point	+ 1 Ranking point
PREMIUM	+ 10 Ranking points + 1 year of Premium Ad	+ 10 Ranking points + 1 year of Premium Ad	+ 10 Ranking points
PLUS	+ 1 Ranking point Accompanies the Validity	+ 1 Ranking point Accompanies the Validity	+ 1 Ranking point Accompanies the Validity
GOLD	+ 50 Ranking points + 5 years of Gold Ad	+ 50 Ranking points + 5 years of Gold Ad	+ 50 Ranking points + 5 years of Gold Ad
DATACLICK	+ 150 Visits to the Ad	+ 150 Visits to the Ad	+ 150 Visits to the Ad

Frequently Asked Questions

What is the basic Ranking for the different AiYellow Ads?

Standard Ad: 1 point.
Premium Ad: 10 points
Gold Ad: 50 points.
Plus Package: 1 point.

How do Plus & Plus Voip codes work?

The Plus and DataClick codes are **extra tool packages** for the Ads. To add a Plus code, it is necessary to first activate a Standard or Premium code. The DataClick codes DO NOT add ranking and permanence to the Base Ads.

How many Plus/ Plus Voip codes can I use per Ad?

You can only use **1 Plus code** per Ad.
You can use all DataClick codes you want for each Ad.

What's the permanence for the different AiYellow Ads?

Standard Ad: 1 year.
Premium Ad: 1 year.
Gold Ad: 5 years.
Package Plus: Increases 1 year of permanence for Standard Ads.

What is the maximum permanence and Ad can have?

Ads always have a maximum permanence of up to 5 years.

Who can access Amawebs?

The **Standard Ads** with Ranking 5 include an Amaweb for one (1) year.
The **Premium Ads** include an Amaweb for one (1) year.
The **Gold Ads** include an Amaweb for five (5) years.