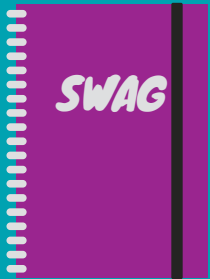


SEARCH DISCOVERY PRESENTS  
THE 2014 GUIDE TO

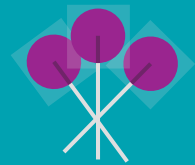
# Swag Management



**JOURNAL**  
(SPIRAL BOUND)



**USB DRIVE**  
(512 WHOLE MB!)



**HIGH FRUCTOSE  
CORN SYRUP**



**BPA FREE-  
WATER BOTTLE**



**SO. MANY.  
PENS.**



**CLIMBING GEAR**  
(DO NOT USE OUTSIDE!)



**RAFFLE TICKETS**  
(FOR IPAD KNOCK-OFF)



**QUESTIONABLE  
MINTS**



**PINS/BUTTONS**  
(YOUNG PEOPLE LOVE'EM)



**SWAG STRONG  
BRACELET**



**T-SHIRT**  
(NOT YOUR SIZE)



**HAND  
SANITIZER**



**LED  
SWAGLIGHT**



**DRINK KOOZIE**  
(FINALLY,  
SOMETHING USEFUL)



**RETRACTABLE  
HEADPHONES**  
(PREMIUM TREBLE)



**QR CODES!**

# TAG MANAGEMENT IS IN OUR DNA

(A BRIEF HISTORY OF HOW WE'VE HELPED MANAGE THE MESS FOR A DECADE)



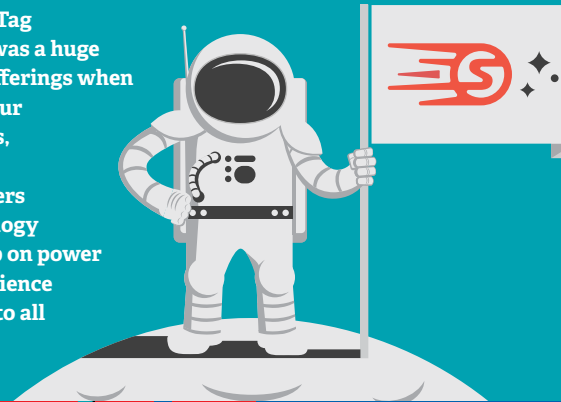

Google Search I'm Feeling Lucky

Search Discovery began 10 years ago as a search marketing agency. As digital marketers, we've personally experienced and overcome the technical challenges of marketing.

Our firsthand experience convinced us that there had to be a better way. We set out to design a solution to make our lives and our clients' lives easier.



So, we created Satellite Tag Management. Satellite was a huge leap over competitive offerings when it entered the market. Our experience as marketers, analysts, conversion optimizers and developers contributed to a technology design that didn't skimp on power while keeping the experience accessible and friendly to all different types of users.



## SWAG MANAGEMENT HOW TO GUIDE

Grab **EVERYTHING**. You can never have too much **SWAG**. Once you fill your Swag Management Bag, you'll need to sort your **SWAG** into three piles: **KEEP, TRADE, & TOSS**.

Those questionable mints may be just what your fellow conference goer needs before a big intro. Use them to barter for better **SWAG** like giftcards to national chain restaurants or electronics.

## OUR CLIENTS LOVE US



Satellite also disrupted the overly technical TMS field with its debut at Google Analytics Summit as a Google Developer Idol finalist.



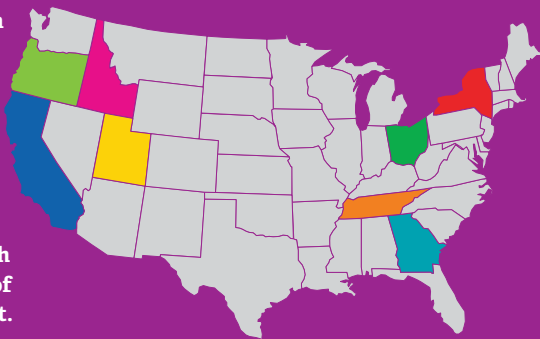
Satellite is the **smartest, fastest, and most powerful TMS** on earth. **WATCH US PROVE IT.**

Over the next two years, SDI challenged businesses to test Satellite Tag Management head-to-head against other solutions on the market. One by one, analysts, marketers, industry researchers and general skeptics turned into clients as Satellite performed brilliantly.



Recognizing its unique approach and value to organizations, Adobe acquired Satellite. Satellite was renamed Adobe Dynamic Tag Management and is now a core feature of the Adobe Marketing Cloud.

As one of the fastest growing analytics firms in the country, SDI is the leading implementer of Adobe DTM. Not only do we help our clients deploy tools to collect crucial data needed to improve their businesses, we also actively work with them to get the most out of their analytics investment.



Digital Analytics



SEO + Content Marketing



Paid Media



Technology

Search Discovery continues to seek out and solve the hard problems facing marketers. Our first-hand experience as a leading digital analytics and search marketing agency gives us a unique perspective on today's data landscape.



SEARCH DISCOVERY

searchdiscovery.com