

GETTING THE BEST RESULTS  
FROM A  
GLOBAL AD IMAGE SEARCH



innovationprocessworks

# *Table of Contents*

Global Ad Image Search Overview	3
Understanding How the System Works	4
Ad Image Example	4
Let's Dig Deeper	5
How Can an Ad Image Search Be Useful?	5
How to Run a Search: Getting Started	6

## Global Ad Image Search

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*What's the difference in a Global Logo Search and a Global Ad Image Search?*

*You can aid development for unique ad images in a matter of seconds.*

Using AI, our Global Ad Image Search analyzes an image or photo from a company's ad campaign and compares it to possible matches from over 30 trillion webpages and returns a

relevant report for matching images on those webpages, identifying potential infringers, within an average of 20 seconds.



## AD IMAGE EXAMPLE

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Nike is well known for its ad campaign “Just Do It” and has invested many resources towards appealing to its customers. These are perfect examples of ad images that could be searched to find potential infringers also using these ads.



© 2018 Nike, Inc.



# LET'S DIG DEEPER.

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*How can an ad image search be useful?*

Not only does the ad image search run across trillions of webpages to find use of your image or logo, but it runs across all cached pages on the web as well. This helps you to identify potential fraudulent users who are infringing your ads presently and also have plans to in the future as well.

# Global Ad Image Search

## Getting Started

The screenshot shows the BRAND PDQ website interface. At the top, there is a navigation menu with links for Dashboard, Archive, Recurring, Cart, and Account. The main content area is titled "Cart" and features a "Global Search It" section. On the left, under "Search It Products", there is a list of products with "Add" buttons. The "Global Ad Image Search" product is highlighted. The cart item details show "Global Ad Image Search" for \$1000, with an "Image:" field and a "Browse" button. A "Remove" button is also present. The total amount is \$1000, and a "Proceed to Checkout" button is visible.

Product	Price	Action
Global Domain Name Search	\$99	Add
Global Logo Search	\$1000	Add
Global Ad Image Search	\$1000	Add
Global Brand Reputation Management	\$750	Add
Global Anti-Counterfeit Search	\$750	Add
Global Social Media Search	\$99	Add

Global Ad Image Search \$1000

Image:  Browse

Remove

Total: \$1000

Proceed to Checkout

1. Under the “Global” tab below Search It Products, select “Add” next to Global Ad Image Search. Here you will find the option to upload your ad image file to find links for use on the web.

# Global Ad Image Search

## Getting Started

The screenshot displays the BRAND PDQ website interface. At the top, there are navigation links: Dashboard, Archive, Recurring, Cart, and Account. The main header is split into 'Search It Products' and 'Global Search It'. On the left, under 'Search It Products', there is a table of services:

Global		
Global Domain Name Search	\$99	Add
Global Logo Search	\$1000	Add
Global Ad Image Search	\$1000	Add
Global Brand Reputation Management	\$750	Add
Global Anti-Counterfeit Search	\$750	Add
Global Social Media Search	\$99	Add

Below the table are dropdown menus for 'USA' and 'Franchise', a red 'Enforce It Products' button, and more dropdowns for 'Trademark' and 'Reputation'. The main content area is titled 'Global Ad Image Search' and shows a price of '\$1000'. It features an 'Image:' input field with 'Global Logo.png' and a 'Browse' button. Below the input is a large graphic of a globe with a magnifying glass over the 'PDQ' logo. A 'Remove' button is at the bottom right of the main area. At the bottom right of the entire interface, it says 'Total: \$1000' and a 'Proceed to Checkout' button.

2. Select “Browse” and upload your file. After loading, your image will appear below.

# Global Ad Image Search

## Getting Started

The screenshot displays the BRAND PDQ website interface. The top navigation bar includes 'Dashboard', 'Archive', 'Recurring', 'Cart', and 'Account'. The main header features the 'BRAND PDQ' logo and 'Global Search It'. The left sidebar is titled 'Search It Products' and lists several services with their respective prices and 'Add' buttons:

Product	Price	Action
Global Domain Name Search	\$99	Add
Global Logo Search	\$1000	Add
Global Ad Image Search	\$1000	Add
Global Brand Reputation Management	\$750	Add
Global Anti-Counterfeit Search	\$750	Add
Global Social Media Search	\$99	Add

Below the product list are dropdown menus for 'USA' and 'Franchise'. A red button labeled 'Enforce It Products' is also visible. The main content area is titled 'Global Ad Image Search' and shows a search input field with 'Global Logo.png' and a 'Browse' button. A large graphic of a globe with a magnifying glass over the 'PDQ' logo is displayed. A 'Remove' button is located at the bottom right of the search area. The total price is shown as 'Total: \$1000' and a 'Proceed to Checkout' button is at the bottom right.

3. Once your image is loaded, click “Proceed to Checkout” and fill in all required details.



# Global Ad Image Search

## Getting Started

The screenshot displays the IPWatch dashboard interface. At the top, there is a navigation bar with links for Dashboard, Archive, Recurring, Cart, and Account, along with a Login button. Below the navigation bar, the current plan for Brand PDQ is listed as 'Unlimited'. The dashboard is divided into two main sections: 'Search It Products' and 'Search It Reports'.

**Search It Products:** This section lists various search services with their respective prices and 'Add' buttons. The services include Global Domain Name Search, Global Logo Search, Global Ad Image Search, Global Brand Reputation Management, Global Anti-Counterfeit Search, and Global Social Media Search, all priced at \$0. Below this list are dropdown menus for 'USA' and 'Franchise', and a red 'Enforce It Products' button. Further down, there are dropdown menus for 'Trademark' and 'Reputation'.

**Search It Reports:** This section shows a table of search reports. The table has columns for Type, Report Title, Term, Date, and PDF. The reports listed are:

Type	Report Title	Term	Date	PDF
Global	Global Ad Image Search	Global-Logo.png	01-24-2018	
Global	Global Logo Search	IPW-Logos-01.png	01-23-2018	
Global	Global Domain Name Search	ip watch	01-23-2018	
Federal	USA Trademark Comprehensive Search Report	IPWatch	01-22-2018	
Federal	USA Trademark Screening Report	IPWatch	01-22-2018	

Below the table, it indicates 'Showing 1 to 5 of 5 entries' and provides 'Previous' and 'Next' navigation options. A tooltip 'Open this report for viewing.' is visible over the first report's PDF icon.

**Enforce It Reports:** This section is currently empty, showing 'Showing 0 to 0 of 0 entries' and navigation options.

At the bottom of the dashboard, a URL is displayed: <https://search.ipwatch.com/docs/201/image/6027-0/6027-0.2018-01-24.pdf>

4. After you enter your details, you'll be brought to this page. After loading, an icon will animate when ready. Click the icon below the PDF column and your results will appear in a new tab.

# Global Ad Image Search

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## Getting Started

### Global Ad Image Report

Client: brand\_pdq  
Customer ID: 201  
Date of Search: 2018-01-24  
Image Name: Global-Logo.png



5. Your results will appear in a new tab. Scroll down to view links to web pages with your search results.

HAPPY  
SEARCHING!



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