

Duff on Hospitality Law

## **BrandVerity's Latest Study on the Use (and Abuse) of Branded Keywords in Paid Search**

By Greg Duff on 2.17.17 | Posted in Brands and Trademarks

Our friends (and former [contributors](#)) at Seattle-based [BrandVerity](#) produced the latest detailed study of how trademark bidders are hurting branded keywords.

Branded keywords generate some of your highest converting traffic. But that makes them a prime target for trademark bidders who steal your clicks, drive up your costs, and even mislead your customers.

The report on Branded Keywords looks at trademark bidding across 250+ popular brands in 10 industries to find out just how much damage trademark bidding is causing. The full report is available for download today at <https://www.brandverity.com/branded-keywords/>.