



AI Comparison Report

**Of Panda Search with other
B2B Sales Engines**

The following summary table was compiled on **June 19 2025** by ChatGPT AI with the following prompt.

No changes have been made to content. Just styling to present this report.

“Create a table that shows the criteria down the left hand side, then the top variables are other methods for suppliers to advertise online - and show how panda search compares with other digital advertising methods please”

Go to
PandaSearchAdvertising
.com.au
for B2B sales



B2B Sales Engines Comparison Table

Criteria	Panda Search	Google Ads (PPC)	Social Media Ads	Online Marketplaces	Own Website + SEO
Cost-Effectiveness	✔ High – fixed or low fee tiers	✖ Costly – pay per click	⚠ Moderate – depends on targeting	⚠ Varies – listing + upgrades	✔ Low long-term (if SEO is strong)
Lead Quality	✔ High – buyer intent is clear	⚠ Varies – click ≠ intent	⚠ Varies – passive interest	⚠ Medium – many general users	⚠ Varies – depends on ranking
Ease of Use	✔ Easy – no technical skill needed	✖ Complex – requires setup & tracking	⚠ Medium – needs ad design	✔ Easy – basic profile setup	✖ Hard – needs website + SEO skills
Audience Targeting	✔ Matched by product/location	✔ Advanced targeting available	✔ Targeting by demographics	✖ Limited targeting	⚠ Depends on SEO + ads
Time to Get Results	✔ Fast – instant exposure	✔ Fast – live as soon as paid	✔ Fast – within hours	⚠ Medium – depends on category	✖ Slow – SEO takes time
Trust / Credibility	✔ Platform-backed + verified badges	⚠ Depends on landing page	⚠ Low trust in ads alone	⚠ Varies by platform	✔ High if well-designed
Maintenance Required	✔ Low – set and forget	✖ High – constant optimization	⚠ Moderate – needs creative refresh	✔ Low – mostly passive	✖ High – update SEO/content
Data & Insights	✔ Supplier dashboard available	✔ Deep analytics via Google Ads	✔ Ad metrics & engagement data	⚠ Basic views & clicks	⚠ Needs Google Analytics setup
Ideal for Small Suppliers	✔ Yes – low barrier to entry	✖ No – high cost of entry	⚠ Mixed – must have content budget	✔ Yes – but low differentiation	⚠ Difficult without web expertise
Local/National Reach	✔ Both supported	✔ Both – with budget	✔ Both – wide reach	⚠ Often local only	⚠ Depends on SEO strategy

Key

Key:

- .  = Strong advantage
- .  = Mixed or limited
- .  = Weak or not available



Summary:

- **Panda Search** is best for **targeted, cost-effective, low-maintenance visibility**—especially for small to medium suppliers.
- **Google Ads** and **social media** offer broad reach and control but require expertise and ongoing budget.
- **Marketplaces** are easy to join but may have limited buyer intent or overwhelming competition.
- **Own website + SEO** is powerful long-term but slow and technically demanding.

