Autonomy Optimost Campaign

Autonomy's online advertising management module, Autonomy Optimost Campaign, extends Autonomy's market leading optimization technology to social, search, display and mobile platforms. Campaign enables marketing teams to quickly attract visitors from pay per click (PPC) campaigns and to improve natural search results.

Designed for sophisticated businesses, Autonomy Optimost Campaign continuously tunes PPC efforts using a powerful bid management system across every major social and search platform—including Facebook, Google, Yahoo!, and Bing—to cost-effectively attract the best traffic while automating search engine optimization (SEO) to analyze web pages to improve page rank and increase organic traffic. Campaign natively integrates with the rest of the Autonomy Marketing Optimization Suite to help marketers optimize their cost per acquisition and return on investment.

Key Business Benefits
- Industry's first end-to-end optimization platform for understanding, attracting, converting, and segmenting online customers
- Leverages Autonomy's world-class cloud to allow marketers to rapidly launch and refine campaigns with enterprise-class scalability and security
- Automates the time-intensive processes of managing thousands of keywords, dozens or hundreds of campaigns, and updating content
- Delivers immediate results using an intuitive interface
- Thoroughly measures campaign performance from impressions to clicks to conversions using rich analytics
- Grows conversions while reducing resource effort and spend

Pay-Per-Click and Natural Search Optimization

Bid Optimization determines the most effective bid for each keyword, match type and ad across Facebook, Google, Bing and Yahoo!. Automatically places and refines bids based on performance, allowing you to visualize and refine campaigns.

Campaign Importer imports existing campaigns, ensuring you get up and running in a matter of minutes. Improves optimization accuracy by leveraging historical bid and traffic metrics.

Customer Acquisition Funnel quickly defines success metrics and gives marketers a sophisticated visual indication of results. Improves ROI through visualization of opportunities in the online advertising pipeline.

Traffic Monitoring gives insight into and enables the export of comprehensive traffic data quickly and easily, and highlights period-over-period improvements.

Keyword Recommendation recommends profitable keywords by analyzing and weighting keywords in your page content and those used by actual visitors, and then performing keyword expansion.

Geotargeting Manager enables the selection of countries, regions, states, and cities where your ads will appear to more accurately attract geographically targeted traffic.
Inbound Link Tracking monitors link-building progress and provides a list of recently added inbound links, retired links, and top web sites driving referral traffic.

Rank Monitoring tracks the trend of your natural search page rank over time, allowing you to easily identify progress as well as opportunities for improvement.

Conversion Tracking tracks events specific to your business, the quantity of conversions, and the value of those conversions—all key factors in optimizing bids.

Contact Center Integration tracks and optimizes sales and conversions from inbound phone calls using Autonomy’s market-leading contact center solutions.

Optimost Author and Report Integration seamlessly delivers visitor-level keyword cost and success data into Autonomy’s unique multivariable testing solution for immediate optimization.

Optimost Segment Integration automatically discovers and refines new segments based on PPC results including term, source, CPA, and CPC data.

Autonomy Explore Integration automatically informs marketers of new keywords and campaign themes based on multichannel insights from all customer touchpoints including the call center, social media, and web visits.

Powered by Autonomy's Intelligent Data Operating Layer (IDOL), Autonomy Optimost Campaign seamlessly connects with Autonomy's Marketing Optimization suite so that marketers can effortlessly optimize each element of the customer acquisition lifecycle.

System Requirements

Autonomy Optimost Campaign is offered as a hosted product. There is no hardware to buy or software to install. Access is via a standard browser (Internet Explorer, Firefox, Chrome, Safari, etc.). Autonomy hosts the world’s largest private cloud, with over 31 Petabytes of data under management, in multiple redundant data centers around the globe. All data centers are certified under the latest security and auditing standards. The Autonomy cloud, used by 9 of the 10 largest financial firms, provides unparalleled scalability, resiliency and security.

About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

Please visit www.autonomy.com to find out more.