Marketing Optimization

Multichannel Marketing Performance Suite to Acquire and Convert Customers

Data is everywhere. But oceans of data cannot quench a marketer's thirst for knowledge, nor their need to use that knowledge to create highly successful marketing initiatives.

More data doesn't mean more insight. In fact, it can lead to more confusion. Which data is important? Which channel needs my attention the most? How can I use my social media data to shed light on my online brand advertising? How can I make it actionable? Organizations struggle to get a holistic view of all their initiatives, and optimize those experiences based on collective customer intelligence.

The primary contributor to this phenomenon is that there is too much unstructured data, sitting in tweets, blogs, reviews, documents, audio and video files. This type of human-friendly data comprises over 85 percent of content and is constantly changing. The moment it gets to the data warehouse, it is near obsolete. Most marketing technology platforms are rule-based engines that cannot process this data swiftly, nor fully mine it for the value and insights it holds. The full meaning of what marketers have can easily slip through their fingers.

From Understanding to Delivery

Garnering meaning is not the only issue marketers face. They also struggle with delivering it.

Customer interaction used to be contained to discrete moments spent reading magazines, watching television, or passing a billboard. Marketers did their best to reach their audience in broad strokes – investing in a few catchy campaign messages to reach mass appeal. The loud voice won. But the paradigm has truly changed. Marketers are able to connect with their target audience throughout most of their waking hours through a multitude of channels: broadcast, print, email, web, social media, search, mobile.

Customers are saturated by the sheer volume of messages coming to them from every direction, at every moment. Customers expect you to continuously whisper messages meaningful to them in their ear rather than shout generalities. The onus is finding out specifically what they want to hear. Average conversion rates are one to two percent, only proving how inefficiently and ineffectively most marketing campaigns are at achieving a voice. So, how do you get heard in such a noisy world? Through real-time testing and experimentation -- then smartly optimizing on the fly. To understand them is to reach them.
The good news is that these issues share a single solution. The key lies in putting your data to use in a learning environment. The best way to make the most of every marketing dollar is to have a central location to test and optimize all your campaigns, regardless of channel. Through continuous testing and experimenting on your marketing initiatives, you can transform that data into true customer insights – and exponentially increase the marketing ROI.

**Boost Marketing Performance Through End-to-End Optimization**

Autonomy provides the most comprehensive, end-to-end offering for real-time campaign marketing optimization through superior science. It enables marketers to gain valuable insight from all their campaign data, regardless of channel, and leverage that data to more effectively attract and convert their audience. Autonomy's meaning-based technology brings the industry's most advanced testing, pattern-matching, targeting, and optimization capabilities under a single platform. Marketers are able to develop a deep understanding of customer interactions across channels and use their knowledge to identify and automatically execute the most optimal marketing strategy.

Creating profitable customer experiences when customers are moving targets and brands are splintered used to be highly complex. But leveraging technology to optimize those experiences across channels does not have to be difficult. Autonomy has figured this out. Understand. Attract. Convert. Retain.

**Understand Your Customers for Smarter Campaigns**

If you want to reach your customers, you must first understand them. Autonomy's Marketing Optimization takes every type of input available -- customer calls to the contact center, customer interactions on the website, conversations about your brand and products on social media sites and forums, mentions on broadcast news and radio – and turns them into real-time and actionable insights that marketers can act on. Use social media insights to hone in on optimal keywords for attracting leads. Allow calls and website data to inform the next promotion. Assess viral video for insights into your online marketing campaign. Autonomy puts marketers in the ideal position to discover the next compelling product enhancements or great idea.

**Attract the Highest Value Traffic**

Autonomy offers marketers smart and reliable technology to identify and successfully attract the highest quality traffic to your site. You can now get a comprehensive view of the customer acquisition pipeline, search, social and mobile with automated suggestions for improving flow through for all your marketing campaigns. Marketing Optimization ensures you get the biggest impact for your marketing spend. The Autonomy solution determines the most effective bid for each keyword and match type across Google, Bing, Yahoo and Facebook and automatically places and refines bids based on portfolio performance. Autonomy’s solution recommends profitable keywords by analyzing and weighting keywords in your page content and those used by actual visitors, and negative keywords based on the performance of pay-per-click keywords so you can improve the return on your search dollar.

Autonomy Marketing Optimization allows marketers to analyze web pages and tune them to attract more natural search traffic. The platform will instantly generate a detailed report for you to assess the overall health of a web page and continually analyzes your web pages to improve page rank and increase organic traffic to your website.

The Autonomy solution monitors link-building progress and generates a list of recently added inbound links, retired links, and top web sites driving referral traffic. You can now track natural search page rank trending over time allowing easy identification of progress as well as opportunities for improvement.

**Convert Customers More Effectively through Testing**

Autonomy enables marketers to maximize inbound traffic and website conversion rates based on the real-time behavior of actual customers. Using advanced online testing techniques coupled with patent-pending technology, marketers can determine the optimal combination of content, offers, and layout for maximizing conversion rates and online results. Without the need to manually tag pages for testing, you can start optimizing from the same interface used for creating landing pages.

*Autonomy’s unique superior science takes the guesswork out of marketing and delivers actionable insights proven to increase return on investment.*
Whether you are new to online testing or need a sophisticated solution capable of handling a large set of complex business requirements, Autonomy has the optimization solution for your business. There are multiple types of experiments you can leverage to ensure that the right content gets delivered to the right visitor in the right method.

- **Page Concept (A/B) Testing** is used to test radically different page concepts and gain initial insights and direction for Multivariate Testing
- **Simple Multivariate Testing** allows you to easily test offers, price points, images, and content on your site simultaneously
- **Full-Page Multivariate Testing** is the most powerful and flexible online optimization method. It enables you to test millions of content variations and test relationships among elements to identify optimal combinations for any web page

Autonomy provides your company with a simple solution for testing virtually limitless permutations of copy, offers, layouts, and any other factors, resulting in dramatic increases in conversion rates and online sales.

**Refine Testing Through Customer Segmentation**

Autonomy also offers a powerful content and audience targeting engine that allows you to segment your visitors according to specific characteristics and then optimize content appropriately for each individual segment. The offering pulls in demographic and psychographic data from multiple sources, such as Acxiom, Experian, and home-grown systems to cluster and segment for real-time targeting and experimentation. This leads to the discovery of the highest value customer segments for refined testing in the most cost-effective manner.

Content targeting can be used:

- In conjunction with testing to optimize each page differently for each segment
- After an optimization experiment to deliver “winning” creatives to different audience segments
- As a standalone to deliver appropriate combinations of content to different visitors

Autonomy also allows you to find undiscovered segments significant to your marketing initiative. Our unique smart technology automatically detects and discovers highly granular segments of customers who share meaningful characteristics and matches them with the creative content and messages that generate the highest response. This information can be used to quickly create targeted campaigns to influence key groups with offers and content that compels them to take action.

**Effortlessly Report on Actionable Learnings**

Whether you prefer to use one of the standard real-time reports or develop your own customizable reports, you can dig into the details of your tests and easily generate reports focusing on your key metrics to provide regular updates to your key stakeholders. Audience segmentation attributes are tracked automatically, so you can view data by segment. You learn not only what worked, but why, and can then apply that knowledge across your site and your online campaigns.

**Minimal IT Involvement**

Marketing is a fast-paced, time-sensitive industry. The quicker you act and respond, the higher impact your campaigns can have. Heavy capital outlays for marketing software installations can not only slow down your internal processes, but also your ability to easily launch, run, edit and measure your campaigns. It’s critical for any marketing solution to be as nimble as you need it to be.

The technology and methodology behind Autonomy’s Marketing Optimization is a cloud-based offering with on-premise options, allowing you to quickly launch, optimize, and measure your campaigns without placing heavy burdens on your IT department. The tracking capabilities of the product allow you to easily monitor the performance of all site visitors, while the advanced targeting engine enables you to automatically provide ongoing targeted content to individual audience segments, eliminating the need for internal creative resources.

Leveraging Autonomy’s enterprise-class cloud computing technology, this offering delivers scalable, secure, 24x7 monitored access to a hosted offering for building and optimizing landing pages. At over 17 petabytes, Autonomy’s hosted environment is the world’s largest hosted data archive, ensuring the highest level of reliability and performance no matter how many landing pages are created. As a hosted offering, our Marketing Optimization reduces the costs, complexities, and time typically associated with implementing software technology into your existing environment.
Superior Results Through Unparalleled Expertise

As the pioneer in the testing and optimization space, no one has more experience optimizing a wide range of sites across industries than Autonomy. The company provides a suite of professional services to ensure that clients maximize their success. Autonomy's dedicated team of seasoned professionals can leverage best practices and planning strategies from thousands of tests conducted annually to ensure ongoing success.

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.

A major transportation online retailer increased their conversion rate by 300% after implementing the Autonomy Marketing Optimization solution.