Online Advertising Management

The Challenge

Online advertising, comprised of pay-per-click and natural search, is a proven source of inbound web traffic and lead generation. In fact, marketers invest over 60 percent of their online marketing spend in search, alone. Social media and mobile channels have bolstered its value by opening up new avenues for valuable pay-per-click initiatives. However, marketers still struggle to manage the quality of their search portfolio and integrate it with their other marketing initiatives to realize its full potential.

Running successful campaigns can be a complex process. Most marketers understand the basics of creating keyword lists and corresponding ads, but predicting keyword performance and managing effective bidding can be daunting. How should you bid? Bid too high and you may be paying too much for clicks and potentially for unnecessary clicks. Bid too low and you may lose impressions due to rank or to your competitor. In addition, lower performing campaigns will lower your quality score and thereby make it costly to obtain a higher ad position.

Sophisticated natural search engine ranking has dramatically opened up possibilities for the savvy marketer. But with new opportunity comes new challenges. How does your organization leverage its web content to its fullest potential? What can you do to ensure your dynamic website is SEO compliant even as the nature of SEO is changing? Grappling with link-building strategies and assessing the health of your web content can add several hurdles to the campaign-launching process. How do you maximize the relevance and effectiveness of your online advertising, social media, mobile and web campaigns?

Inbound marketing does not end at bringing visitors to your site. Marketers find themselves staring at low traffic conversion rates of one to two percent. A seemingly successful campaign means little more than wasted spend if your customers fail to continue their journey through to conversion. The best way to increase this rate is simple: author a compelling portfolio of targeted content; target and segment your audience; and test the messaging against that audience. But simple is not necessarily easy. Marketers can pour away time and money into creating what they deem to be a relevant and engaging experience path, only to find out too late that it does not resonate.

Manually optimizing campaign marketing is cumbersome, labor intensive, and seldom delivers to its true potential. When not astutely planned and vigilantly maintained on all fronts, search performance may drop below expected levels. It is not uncommon for discouraged marketers to incorrectly point fingers at this channel rather than at the method used to manage it, thereby overlooking the opportunity to drive successful campaigns to garner qualified traffic and high value customers.

The Campaign Optimization Solution

Autonomy offers marketers smart and reliable technology designed to optimize and automate their search, social, mobile and web marketing initiatives. We manage these channels along with your other marketing initiatives – such as online advertising, print media, email campaigns, and call center – for a holistic and integrated picture. Our radical approach to campaign optimization allows you to gain a better understanding of your customers and data and achieve the highest conversion rates in the industry.
Autonomy allows you to:

- Improve the performance of online advertising campaigns through a new comprehensive bid management and optimization system
- Improve natural search rank and optimize pages for higher customer conversion through an IDOL-powered SEO module
- Author landing pages, web pages, and microsites quickly and easily without IT involvement
- Drive revenue across all customer touchpoints by intelligently testing multiple combinations of advertising design, layout, pricing, offers, and recommendations
- Track campaign performance with KPIs to measure success from attraction through success funnel
- Monitor campaign performance with a visually rich marketing dashboard to gain insight into actionable data
- Discover under-performing segments that are prime targets for improved marketing revenue optimization
- Identify and proactively deliver the most persuasive content for each segment to the visitor in real-time, through automatic segmentation and targeting
- Automate search, display, social and mobile advertising

Campaign Optimization Capabilities

Autonomy allows you to optimize your campaigns to their full potential. Our advanced technology uses virtually any and all data sources to provide you with superior conceptual keyword recommendations. Marketers can leverage real-time data sources — social media, customer feedback, web comments, phone calls to the contact center — to define the best bid strategies and improve elements of the campaign to attract the greatest value audience. Autonomy’s bid management system is unparalleled. We determine the most effective bid and match type across all engines and automatically place and refine bids based on performance.

Autonomy’s solution allows marketers to analyze web, social, and mobile channels and use their understanding to attract high quality audience. The system will instantly generate a detailed report for you to assess the overall health of a web page and continually analyze any and all data sources to improve page rank and generate valued traffic. Our unique ability to recognize concepts and patterns in customer sentiment and behavior helps us deliver the right visitors to a site, and then offer up the most compelling content, offers, and campaigns to maximize revenue.

Conversion depends not only on a campaign’s ability to attract the right customer, but continue the conversation and elicit action onsite. Autonomy provides a simple solution for testing virtually limitless permutations of copy, offers, layouts, and additional factors. The result is a dramatic increase in conversion rates and online sales. Autonomy also delivers real-time reporting feedback on the progress of an experiment, allowing marketers to act faster and realize conversions more quickly.

Major hotel chain experienced a 42% drop in bounce rate after implementing Autonomy’s Campaign Solution

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.