Advanced Search Marketing

The Search Marketing Challenge
Search is typically the launching point for consumers to quickly retrieve all forms of information. It plays a critical role in the modern consumer’s browsing habits – from the very beginning of their purchase journey, with a generic product category search on an external search engine (e.g. “camera”, “purse”), to the very end, when an item is purchased. Visitors search for information in a variety of ways—whether they submit a query on a search engine, conduct an onsite search, research product reviews and blogs, or navigate through your content. Therefore, it is important to recognize that while high visibility in search results does drive traffic to a site, the adoption of a more complete, customer-centric, and search-based approach will yield dramatic gains.

Today’s prevailing practice for search marketing, however, involves a costly, dichotomous approach that employs many different technologies. For SEO initiatives, companies typically use manual, brute-force practices requiring dedicated resources – a non-scalable and outdated approach. Site search uses basic keyword search and returns too many irrelevant results with no helpful navigational guides, unless fields are manually added for search via metadata. Moreover, search initiatives are rarely connected, forcing a visitor to execute two identical searches using an external search engine and searching again onsite.

Marketers need a search technology that can deliver a modern web experience that facilitates the product discovery process, personalizes the shopping experience, monitors and leverages social interactions across multiple networks, and boosts cross- and up-selling.

The Solution – Advanced Search Marketing
Autonomy Advanced Search Marketing leverages the conceptual analytics and the pattern-recognition technology of Autonomy’s Intelligent Data Operating Layer (IDOL) to provide the strongest end-to-end search experience. IDOL forms a conceptual and contextual understanding of information in any format, enabling the automation of key processes in search marketing and providing the only truly scalable approach.

Powered by IDOL, Advanced Search Marketing benefits from the web content creation, management, and dynamic delivery capabilities of Autonomy TeamSite to provide the most comprehensive search marketing platform—from SEO, to intelligent site search, to delivering targeted offers based on search behavior. Advanced Search Marketing anticipates customer interests and intent, and retrieves the most relevant content to facilitate product discovery. It mimics the real-life experience of interacting with a knowledgeable salesperson to personalize the shopping experience.

With a rich dataset gleaned from multiple channels, Advanced Search Marketing automatically clusters segments of site visitors and users based on relevant attributes. Advanced Search Marketing then enables marketers to discover patterns that reveal data such as the most popular products for certain segments, related items clicked after a purchase, and which keywords are most often used to search a certain type of product. Marketers can design dynamic offers and target certain segments of customers by leveraging this wealth of information.

Advanced Search Marketing provides:

- **Advanced Site Search.** Increase customer retention and provide a superior customer experience with decreased search failure rate and facilitated product discovery.
- **Optimized Online Advertising.** Optimize PPC and organic search by leveraging search best practices; benefit from advanced tagging; improve content layout using conceptual classification; and support high quality, up-to-date content.
• **Improved Content Creation.** Ensure the most effective keywords are being used on the website by leveraging data from SEO and PPC campaigns within the TeamSite workflow.

• **Intelligent Recommendations.** Increase average order size by automatically cross-promoting and delivering individualized recommendations, directed navigation, and targeted offers.

• **Pattern Recognition.** Accelerate growth and identify new opportunities by discovering patterns in search behavior and detecting community trends.

• **Social Media Analysis.** Maximize the viral influence of user-generated content using social media analysis to increase and leverage word of mouth, discover new market segments, and limit potential damage from disgruntled customers.

**Increase Site Traffic by Improving SEO**

Marketers can optimize key elements of their digital campaigns, such as online advertisements, with Autonomy’s comprehensive campaign optimization tools. Advanced Search Marketing optimizes social, mobile, and search campaigns through advanced PPC bid optimization, improves natural search rank, and optimizes ad spend through an IDOL-powered Campaign module, and leverages TeamSite workflow to ensure that the right content, as determined by keyword testing, is being created for online advertising, PPC, and SEO.

**Improve Product Discovery with Advanced Site Search**

Advanced Search Marketing uses unique pattern-matching technology capable of identifying connections between disparate pieces of data and dynamically delivering targeted offers, promotions, related content, and product recommendations. Market-leading retrieval capabilities not only help online visitors easily find desired products, but also guide them to others they did not yet know they wanted. Marketers can also easily design the site to include promotions, automatically inferred metadata, and product recommendations.

**Increase Average Order Size with Intelligent Recommendations**

Autonomy’s recommendation engine is powered by conceptual analytics, deriving meaning from data and identifying links between seemingly unrelated pieces of information to achieve tangible cross-promotion and up-selling. Suggestions are based on relevance and a visitor’s individual preferences and behavior, resulting in increased purchases.

**Leverage Social Media to Improve the Customer Experience**

Advanced Search Marketing connects visitors to content from external social networks so they can access and search peer feedback on products and services without leaving the site. Rich content such as videos, podcasts, audio clips, images, and demos can be accessed and analyzed, creating a more rewarding browsing experience.

**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.