**Autonomy Optimost**

A Multichannel Marketing Suite to Attract and Convert Customers

Customers are changing. They are more savvy and connected and their unfettered access to information makes them in full control. However, marketers’ charters have not changed. They must continue to attract prospects and convert them to high value customers.

The solution is not to be louder, but smarter. Running intelligent attraction campaigns and optimizing for greater conversion rates is becoming imperative.

Autonomy Optimost enables online marketers to focus resources on attracting the right prospects through efficient online advertising and natural search management, serve them optimized content to propel them to conversion, and develop new target segments based on the results to boost the bottom line.

**Autonomy Optimost**

Autonomy Optimost delivers an end-to-end marketing platform for visitor attraction, as well as conversion optimization and segmentation, to efficiently turn prospects into customers. The product supports an industry-leading application services infrastructure, easy-to-use interface, and robust analytics engine, taking the guess work out of optimizing online marketing campaigns.

With Autonomy Optimost, executing optimized campaigns is simple and profitable. Marketers can:

- 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
- Drive revenue across all customer touchpoints by intelligently testing multiple combinations of content, design, layout, pricing, offers, and recommendations
- Track campaign performance with KPIs to measure success from tested page throughout 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

**Product Overview**

**Key Features**

- **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.
- **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.
- **Multivariate Test Page Component Experimentation**: true multivariate testing supported by a proven methodology that allows you test unlimited combinations of content variables and determines what impact each variable has.
- **100% Customizable Reports**: customize standard reports and create and save your own reports. Reports can include any combination of over 60 different metrics.
- **Segment Integration**: automatically discovers and refines new segments based on PPC results including term, source, CPA, and CPC data.
Autonomy Optimost provides the ability to understand customers through unstructured information including emails, web pages, social media, blogs, audio, and video, enabling the delivery of a more relevant visitor experience. In doing so, the solution allows marketers to realize the highest return on spend from value customers by focusing on three basic principles - attract, convert, and segment.

Attract the Right Customers
Autonomy Optimost 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 audiences. The system will instantly generate a detailed report in order 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. Autonomy’s 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.

Converting Customers through Advanced Multivariate Test (MVT) Platform
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. The Autonomy Optimost design was built to help you get the best web page conversion rate in the shortest amount of time.

With Autonomy Optimost, business users create their own multivariate design and execute them in an iterative fashion. Through an iterative process, these values are tested and analyzed for statistical significance and robustness. A challenger value is tested against a control value and based on its performance the challenger will either be retested, promoted (replace control value as new benchmark/champion value), or failed (no longer tested and instead replaced with a new challenger value).

There are multiple types of experiments to ensure that the right content gets delivered to the right visitor, including A/B/n Split Testing for concept changes, Simple Multivariate, and Full-Page Multivariate Testing.

- A/B/n Split Testing is used to test radically different page concepts and gain initial insights and direction for Multivariate Testing
- Simple Multivariate Testing allows marketers to easily test offers, price points, images, and content on their sites simultaneously
- Full-Page Multivariate Testing is the most powerful and flexible online optimization method. It enables marketers to test millions of content variations and test relationships among elements to identify optimal combinations for any web page
Uncover New Revenue through Powerful Segmentation

Autonomy Optimost provides the most comprehensive targeting solution in the market, enabling marketers to dramatically improve the online experience, increase conversion rates, and ensure customer retention through rules-based or automatic targeting and personalization. Autonomy’s behavioral segmentation and targeting capabilities meet the needs of B2C and B2B with industry-leading technology that includes automated behavior targeting using automated segment discovery, as well as rules-based segment definition along with the analysis of visitor behavior powered by the Autonomy Intelligent Data Operating Layer (IDOL).

Segment marketers can:

- Determine how customers feel or perceive a brand using sentiment analysis
- Gain a contextual understanding of what customers want and need
- Recognize interactions with customers, regardless of the language spoken or written
- Identify hidden patterns and emerging trends in customer behavior
- Profile, segment, and deliver relevant content across multiple channels

Sophisticated Reporting

Autonomy Optimost offers unparalleled real-time reporting capabilities. Clients have access to over a dozen report types that are accessible at every stage of the testing process. The secure Web-based campaign management console displays easy-to-understand reports, charts, and data for any metric of interest. Clients can drill down from a summary of each test; to the performance of each individual creative (also known as a recipe), to the performance of each individual factor being tested. All reports, including raw regression data, can be downloaded in a number of formats so that you can even use your own tools to perform further analysis.

Features Include:

- **100% Customizable Reports** - Customize standard reports and create and save your own reports. Reports can include any combination of over 60 different metrics.
- **KPI Performance Charts** - Select a primary and secondary KPI metric from your chosen success metrics. Metrics for these KPI, including statistical data, are clearly shown in easy to interpret charts.
- **Customizable Report Breakdown by Audience** – Set up flexible audience report to see exactly how individual audiences perform within a segment.

Hosted Multichannel Analytics

Leveraging analytics of structured and unstructured information from both private and public data sources is a strong differentiator for Autonomy Optimost. Access to real-time customer sentiment and opinions, competitive intelligence, and trending themes allows online marketers to design campaigns from an informed position. The result is more productive original campaigns even before the online advertising and conversion components are optimized. Combining the power of multichannel analytics with campaign optimization yields the greatest results available.
Software as a Service Without Boundaries

Autonomy Optimost's unique cloud-based application services infrastructure frees experimental design and management from content delivery bottlenecks that occur when design and delivery services are bound together in a single physical hosting data center. By abstracting these services across a global network of hosting centers Autonomy Optimost can intelligently tune content delivery. This robust design facilitates blazing speeds with dynamic route optimization to steer traffic around Internet problem spots. The benefits to customers are increased performance and improved reliability.

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.