

www.optimine.co.uk
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Adding Science to Paid Search

Optimine Software has developed a paid search bid optimisation solution that delivers superior paid search results at a lower cost than existing bid optimisation approaches.

Increasing advertising costs and competitive pressures demand that paid search spend achieves the required business goal, such as increased revenue, decreased spend or increased profit margin.

Optimine automated bid management software uses advanced data mining algorithms and a deep understating of web data to deliver your paid search business objectives. This is achieved by automatically managing and adjusting paid search spend as required.

The founders of **Optimine** Software are acknowledged experts in the fields of data mining and web data. The founding **Optimine** Software CTO, Robert Cooley PhD, is the former CTO at data mining specialist KXEN.

Optimine is distributed in the UK via VLDB Solutions Ltd, a systems integration (SI) consultancy with deep expertise in data management technologies such as Teradata, Netezza, Oracle Business Intelligence (OBI) and Speed-Trap.

Examples of Optimine Performance:

- + 68% increase in year-on-year revenue with a 1.4% reduction in the cost of sale
- + Quickly change from a profit target to a revenue target during peak Q4 retail trading
- + Safe deployment of 2 million new keywords to increase paid search revenue by 30%

TERADATA

Optimine is a primary component within Teradata's Integrated Web Intelligence (IWI) group of products.



Call us today to find out more **0845 257 0137** or email sales@optimine.co.uk