

SEARCH SCIENCE



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$$\left\{ \begin{array}{l} \text{RICH WEB DATA + OFFLINE DATA +} \\ \text{BID OPTIMISATION + AUTOMATION} \end{array} \right\} = (\text{ROI})^2$$

Search Science delivers superior performance, control and flexibility in today's highly competitive search environment. Leveraging best of breed technologies, the team at **VLDB Solutions** have developed a search optimisation solution that not only delivers our customers an increased ROAS, but also gives clear visibility of how the performance uplift was achieved.

Search Science yields the greatest benefits for companies that spend, or plan to spend, significantly on paid search - especially the retail, financial, leisure, travel, telecoms and comparison sectors. The more keywords in play the greater the return.

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PAY PER CLICK HAS CHANGED FROM BEING A
CREATIVE DISCIPLINE INTO A SCIENTIFIC CHALLENGE
Simon Mansell, CEO - TBG Digital
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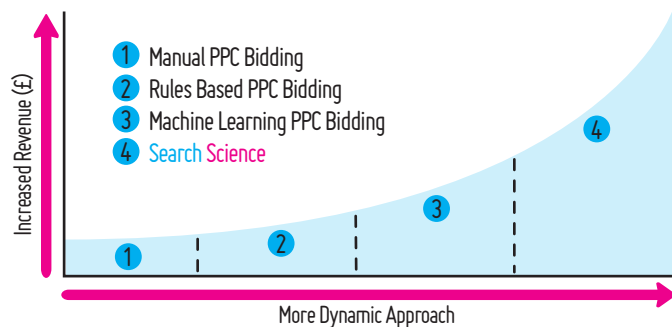
Existing search optimisation efforts typically involve rules-based software. While this approach is less labour intensive than manual keyword/bid management, rules are reactive by definition and inevitably lead to poor search performance.

Rules-based search optimisation can be very costly when new keywords are deployed. In the absence of historic account performance awareness, bids for new keywords are based on a 'trial and error' approach which can eat the entire search budget very quickly.

Both manual account management and rules-based software provide a percentage of the potential gains - ROAS/profit targets - on search spend, but don't maximise the full potential that is possible with **Search Science**.

Ultimately, poor search performance results in many organisations losing ground to their competition. This problem will only exacerbate as more business is conducted online every year.

Rules-based software products, and more sophisticated software products based on modern portfolio theory (MPT), are currently considered 'state-of-the-art' by many in the search industry. However, **'Search Science'** uses an entirely new ('4th generation') approach to search performance optimisation.



'Search Science' delivers a fully automated search optimisation solution based on the following inter-dependant components:

- Tag-free, real-time digital data capture
- High-performance detailed analytic database
- Automated, model-based bid optimisation

Real-time web data capture - all web site activity across all domains is captured in near real-time and delivered into a web database, subject to transformation rules that can be quickly and easily changed. Tagging of all web pages is not required.

High-performance web database - digital data is stored in a high-performance, scalable, resilient relational database containing all of the detail relating to each session, across each domain, for as long as required, often multiple years. Analysis of the digital data is supported via standard SQL-based tools.

Mathematics based keyword/bid modelling: selected data from the web database is fed to the bid optimisation engine to perform multi-variate predictive analytics in support of global keyword level bid optimisation.



'Search Science' automatically updates bids daily at the individual keyword level to ensure the user-defined business goals are achieved.

At all times the business user maintains full control via the setting of goals and constraints which can be changed as often as required at the account, campaign or ad group level. An override facility also ensures that sudden, unexpected market condition changes can be responded to quickly.

To turbo-charge your 2012 search marketing budget call VLDB Solutions on **0845 247 0137** today.