



OPTIMINE

TAP THE ATOMIC

**OPTIMINE'S FOCUSED
SOLUTION OUTPERFORMS
BUNDLED PLATFORM
DELIVERING INCREASED
CONVERSIONS FOR LESS COST**

Application Story: Debt Consolidator and Loan Provider

INDUSTRY

Online loan provider

GOAL

Maintain performance of selected baseline period

BACKGROUND

The situation for this loan provider is reflective of a larger paid-search industry trend. The company was using a single-provider, bundled platform to manage its entire paid-search program and was convinced it had hit a performance wall. It made the decision to eliminate the platform in favor of focused solutions that would allow it to manage each important element in its paid-search ecosystem to its optimal performance. This loan provider began with keyword bidding, the function with the most dramatic impact on paid-search ROI.

The team started a search for a fully automated bidding solution, which would free it to pay more attention to other areas such as ad and landing page management. OptiMine was selected not only for its automation but also for its industry-unique performance guarantee.

RESULTS

The management team jumped at the chance to see OptiMine's value for itself. OptiMine worked seamlessly with this advertiser's existing PPC ecosystem and account structure, taking over daily bidding in just three weeks. After eight weeks, the value OptiMine delivered was clear.

The customer asked that OptiMine prove its value by matching the results of a baseline period managed by the incumbent. While they believed there was room for improvement, the team first wanted to test whether OptiMine could perform as well as the platform. OptiMine met the customer's needs — and then some — beating the platform's results by delivering 12 percent more conversions with a 2 percent reduction in cost per conversion.

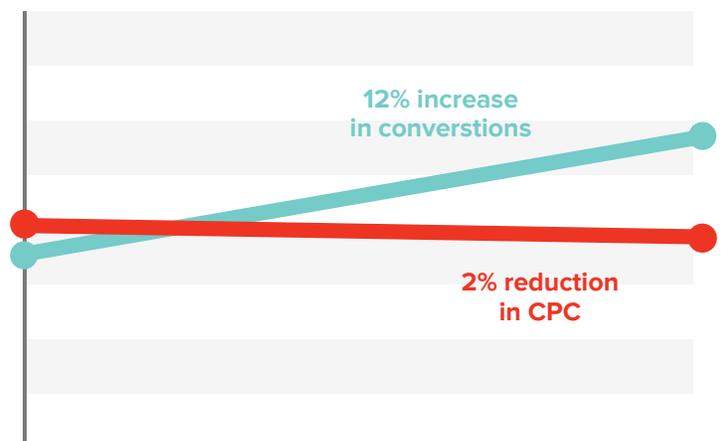
WHY OPTIMINE SUCCEEDED

Increased conversions with an accompanying decrease in cost is unusual for most solutions, but not for OptiMine, with its unique approach to keyword bidding. Every day, OptiMine looks at every keyword, individually, and chooses one of six

modeling techniques — multivariate being the core — best suited to that particular keyword to determine and place the optimal bid for tomorrow to achieve the customer's selected global financial goal. No one else can do this.

For this financial services customer, two of OptiMine's six modeling techniques drove the lion's share of the financial increases: multivariate and high-value. OptiMine used multivariate modeling to identify non-converting keywords in the extreme tail that were carrying bids far higher than their value. OptiMine reduced the bids on these keywords, driving the daily cost down to almost zero.

The same modeling technique resulted in more effective bidding on keywords that convert based on day-of-week and day-of-month effects. Bidding these terms up when they are more likely to convert and down at other times led to better cost management and higher margins.



OptiMine beat the platform's results, increasing conversions by 12 percent while reducing the cost per conversion 2 percent.

Other keywords that were already good converters but had room for improvement received OptiMine's high-value modeling. When high-value is applied, keywords experience a dramatic increase in conversions with no increase in costs.

With multivariate modeling driving greater efficiency in the tail and extreme tail, and high-value modeling taking care of the head, this customer found more conversions at a lower cost.



OptiMine's unique ability to apply the appropriate model to each keyword based on its individual data was the critical factor in driving the financial performance increases for this debt consolidator. OptiMine's results spoke for themselves and confirmed that eliminating the platform was the right move for this loan provider.

LEARN MORE

To learn how OptiMine Paid Search Bid Optimization can help you meet your online advertising goals, contact us at www.OptiMine.com or info@OptiMine.com.

