



OPTIMINE

TAP THE ATOMIC

**INDIVIDUAL KEYWORD-LEVEL
MODELING APPROACH FINDS
IMPORTANT PERFORMANCE
VARIABLES OTHERS CAN'T**

Application Story: Online Investment Firm

ANALYZING AND OPTIMIZING EVERY KEYWORD INDIVIDUALLY LEADS TO MILLIONS IN SAVINGS

COMPANY

Leading online brokerage and investing firm

GOAL

Drive more leads while staying at or below a specified cost per lead

BACKGROUND

This online broker thought it had plenty of data about what drove people to its various websites, but it still wasn't happy with its online performance. Could there be performance variables the company wasn't fully leveraging to predict leads? Did clustering similar keywords and bidding on them as a group contribute to sub-optimal results? The company asked OptiMine to find out.

Every day OptiMine analyzes the performance data for each keyword, individually, and selects the best modeling technique. Most other solutions use cluster modeling or rules, which mask the unique qualities and performance of each keyword and often produce sub-optimal results. OptiMine also uses more advanced multivariate predictive analytics than other bid optimization providers. For example, OptiMine trains up to 24 models per keyword each week and examines more than 100 variables per keyword to automatically predict and set optimal keywords bids daily. The difference the OptiMine approach made in this company's case resulted in millions of dollars in projected annual savings.

OPTIMINE UNCOVERED DATA THAT LED TO A 27 PERCENT REDUCTION IN COST WITH NO SIGNIFICANT CHANGE IN LEAD VOLUME

RESULTS

OptiMine clearly demonstrated that the customer's instincts were spot on: paid-search performance was being affected by variables the previous bid optimization solution could not see or take advantage of. The proof came when the customer took advantage of OptiMine's transparency, drilled into the models OptiMine builds for every keyword and, for the first time, was able to see the individual performance variables for each.

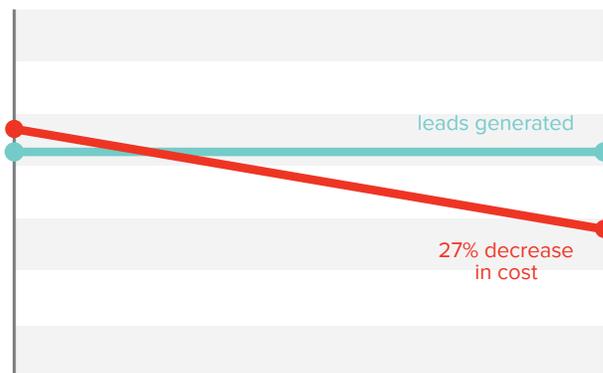
Additionally, at the customer's suggestion, OptiMine added 50 financial index-related variables as custom variables in its modeling effort. The OptiMine modeling scheme automatically determined which of these variables were important to specific keywords in best predicting keyword performance on a daily basis.

The effect on the financial performance of the brokerage firm's paid-search was evident when the newly discovered variables were added to the multivariate models resulting in a 27 percent reduction in cost with no significant change in lead volume.

WHY OPTIMINE SUCCEEDED

The identification of the new variables and the performance improvement that resulted from their discovery were possible because OptiMine applied multivariate predictive modeling to each keyword individually. This individual treatment allowed OptiMine to analyze and leverage the performance data that is unique to each keyword. Without individual treatment, that data is lost, as is the ability to identify and leverage the variables that drive performance.

In the end, the company was convinced OptiMine's "more math, better math" approach was definitely not just an academic exercise.



Cost was reduced by 27 percent with leads generated staying relatively flat

LEARN MORE

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

