Predictive Search Bidding

Better ROI from your search campaigns, guaranteed.

Outmaneuver Your Competitors

Say goodbye to inefficient, once a day average bids. [24]7 Predictive Search Bidding uses predictive modeling and high-frequency bidding to boost paid search performance, keeping pace with real-time market fluctuations to deliver the right bid at the right time at the right price.

No Replacement Necessary

Our bidding engine uses your existing tracking data and integrates easily with your campaign management workflow. No replacement necessary. Like putting a turbo-charger in your car's engine, Predictive Search Bidding optimizes your bids, so you get the best possible performance from your SEM campaigns.

A/B Test vs Your Current Bidding Approach

Seamless integration with Google's Drafts testing framework makes it easy to test how [24]7 Predictive Search Bidding performs for you, risk-free. We guarantee at least a 10% boost in performance in initial test, or you pay nothing. Our customers see on average a 15% lift in performance in tests, and more over time. We are one of the only solutions in the marketplace that utilize Google's testing framework, enabling you to do a true A/B test.

Our Customers

[24]7's Predictive Search Bidding customers are large online advertisers, retailers, and e-commerce leaders driving a significant portion of revenue or growth through paid search. We also work with agencies managing search campaigns for enterprise clients.

Product Overview

- Focuses on visitor value tracking to monitor consumer actions and calculate the value of those actions. This enables advertisers to adapt to consumer behavioral changes such as cancellations or seasonal changes.

- Uses predictive modeling to identify trends and expected future click values, tracking changes in conversion over time to account for variances due to time of day, day/week, and day of month.

- After value per click has been calculated, our high-frequency bidding engine automatically adjusts bids throughout the day, bidding up to seven times an hour on a single keyword based on conversion rates.

Supported Media

- Search: Google, Bing, Yahoo!
- Shopping: Google Shopping Campaigns

International Coverage

- Displays reports in any currency set up in the advertiser's Google Adwords account.
- Supports multiple languages across bidding, account level support, and in the platform.

Campaign Management

- The [24]7 Predictive Search Bidding engine integrates with your existing campaign data, systems and workflows.
- Reporting from client's Google, Yahoo!/Bing account in addition to conversion tracking reporting.
- Can use conversion tracking from any solution, including Google/Bing conversion types, Data Feed solution, or [24]7's conversion tracking solution.
- Supports Google Shopping Ads.

Bid Management and Optimization

- Uses Bayesian statistical modeling techniques and the programming language Erlang built for real-time, concurrent, and fault-tolerant, high-frequency systems.
- Tracks relevant data in real-time and sends it to our modeling engine, which then combines new data with historical data to predict the value per click for each keyword, ad group, and campaign, separately for mobile and desktop devices.
- Based on these predictions, [24]7's Predictive Search Bidding engine analyzes ad auctions up to seven times an hour and updates keyword bids and ad-group level mobile bid adjustments based on a changing value per click.

Attribution

- Provides attribution modeling through Behavioral Analytics solution.

Advertisers can choose from last click, multi-touch or U-shaped attribution models that are fully customizable.

- If Campanja's Behavioral Analytics solution is being used, attribution models can also be applied retroactively to data gathered in the past.
- Site-wide script on every page for Behavioral Analytics.

Local/Mobile

- Uses advertiser's ROI goal for mobile bidding and uses historical performance data to adjust the ad group level mobile multiplier and keyword bid several times per day, up to several times per hour.

Reporting and Analytics

- Behavioral Analytics solution uses user ID to track any event, such as returns or credit card bouncing.
- Supports encrypting private values.
- Reporting is provided in CSV format to the client and customized to client's needs.

Third-party integration

- Bidding engine can integrate with any campaign management system for SEM/bidding.
- Native integration with Google, Bing, and Yahoo!
- Our Solutions Engineers assist clients with search engine account implementation and data validation processes.
- [24]7's account managers ensure the system is configured based on the client's goals and parameters.

[24]7

www.247-inc.com
US Headquarters: +1 650.385.2247
Canada Office: 1 866.454.0084
UK Office: +44 0 207 836 9203
APAC Office: +61 2 9004785
Email: queries@247-inc.com