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## Relevant opportunities.

More usable and valuable results through our comprehensive search expertise.

Our client service teams work with each client to create and implement a holistic strategy, track results quickly and deliver insights on the best ways to leverage resources in the very dynamic and constantly evolving marketplace.

Search and consumer-driven media have fundamentally changed the world of marketing. The public broadcast has given way to the private conversation. Outrider connects clients with consumers in increasingly focused ways, ensuring that their marketing strategies are focused on maximizing truly relevant opportunities.

Each client we advise benefits from our comprehensive experience. We apply our expertise toward identifying high-potential consumers and engaging them at the point where context meets content across the ever-widening range of consumer-driven media.

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# The next wave of search analytics.

Search engine marketing is about now. Want to know where to buy a stove? Check Google. Find a Chinese restaurant? Ask Yahoo. Need an answer? Ask Jeeves, of course. This instant gratification mentality is both the blessing and curse of the current state of search analytics. By Chris Copeland and Jennifer Borenstein

Chris Copeland is Sr. Partner and Managing Director for Outrider. Chris is responsible for strategic vision and stewardship of the company both within the WPP network and in the external marketing space.

Jennifer Borenstein is Director of Strategy and Insights for Outrider. She guides the development of the company's analytical and statistical models that enable efficient campaign strategy and rapid sight optimization, and is responsible for assessing the impact of cross-media on campaign performance metrics.

**The next wave of search analytics will empower agencies and advertisers to explore information on the lifetime value of consumers, establish better budgeting and planning forecasts based on consumer segmentation, and, most importantly, offer a direct connection between the consumer and the advertiser.**

By all accounts, paid search engine marketing is the fastest-growing sector in online advertising. So, what is the secret to this success? Measurability and immediacy. The measurability of search marketing materializes from the ability of the online medium to collect and report this linear process data precisely and immediately. Instant response and instant return are both core components of search measurement and the keys to the value chain as it exists today.

By statistically assessing various data reports on click-through rate, clickstream activity, conversion, landing page retention, creative appeal and, of course, return on ad spend and/or investment, agencies have historically added significant value to clients. Campaign management has revolved around simple heuristics assessing the clear funnel process of search at various points to determine optimization and generate value to the client.

And therein lies the long-term hurdle that must be cleared. To date, paid SEM treats all consumers as equal, enabling an individual to instigate a search with a keyword or phrase of his choosing. As such, no consumer relationship is established, no segmentation amongst the potential consumer market is developed, and no understanding of consumer decision-making processes can be inferred.

The next wave of search marketing and the analytics that shape it will distinguish these elements in order to provide both the consumer and the advertiser with a more relevant connection. Soon the immediacy of search analytics matching individual searches to specific click-flows that emerge from them will be a thing of the past. These analytic measures will be replaced by a more holistic approach classifying the consumer behind the search as a compilation of various behaviors and intricate decision-making processes instead of just identifying the search. Much like "traditional" online advertising's current practice of behavioral targeting and visitor segment, search should look toward analyzing consumer

information gathering/buying cycles, keyword phrase searches, clickstreams, and conversion actions on a more granular level. This new view of search data will empower agencies and advertisers to explore information on the lifetime value of consumers, to establish better budgeting and planning forecasts based on consumer segmentation, and, most importantly, to offer a direct connection between the consumer and the advertiser. It is no longer enough to just know that optimizations based on conversion metrics is positively impacting return. It is necessary to know why those returns are occurring, who is driving the bulk of those returns, what searches are resulting in the most efficient returns, and when those conversions are occurring in relation to the bigger picture of consumer consideration and buying cycles.

Similar to the ability of traditional direct marketing to assess consumer lifetime value based on historic data translating into future projections, current search marketing analytics are laying the foundation for more elaborate consumer projections and more precise business decisions. Is it more economical to invest a limited budget in a broad set of keywords at a depressed share of voice or is it better to select a few, highly-targeted keywords and increase the share of voice achieved? Are there distinguishable patterns in which certain consumer segments partake that may assist in determining site-flow management and increasing a desired action such as a sale? Is there a way to determine which consumers are more viable based on lifetime value and, therefore, allocate more resources and spend towards them to increase ROI?

**These are just some of the questions that will be answered by the next wave of search analytics. As search marketing matures, as keyword lists evolve from single phrases to multi-layered, category-keyword, drill-down menus, and as efficiencies in search relevancy drive up bids forcing strategic decisions to be crucial to campaign success, the next wave of search analytics will determine the true long-term success of paid search marketing.**

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