

The One platform

Your existing and prospective customers do not segment their online experiences into channels. They interact online freely across Natural Search, Paid Search and Social Media through a broad selection of keywords they commonly use. One from Hydra combines insights from all three channels to uncover opportunities you can apply to achieve optimal performance for your digital spend.

Most companies active in Natural Search, Paid Search and Social Media could derive efficiencies to improve return on their digital spend, yet few leverage this because collating data to inform strategy can be complex and time consuming. Using the science of algorithms and predictive analysis, the One platform aggregates this data and proactively suggests ways to reach out to your customers in the language they wish to use on whichever channel(s) they are interacting.

One from Hydra defines this concept as Phrase Marketing and delivers insights upon which you can take action:

- **Get creative with WordBank**
Inform strategy through intelligent recommendations of high visibility keywords across Natural Search, Paid Search, and Social Media.
- **Apply changes with one click**
Intelligent grouping options allow you to modify campaign elements using keywords from the same family.
- **See the whole picture**
Flexible manipulation of integrated data (Natural Search, Paid Search and Social Media) reveals connections you can translate into efficiencies.
- **Focus on high value**
Report and measure success across multiple channels in an integrated way to identify what is truly driving your performance.
- **Understand your sphere of influence**
Evaluate the impact of your online presence and receive actionable insight so you can become a leader in your industry.
- **Find competitive advantage**
Use competitor analysis to learn about your competitors' strategies and stay one step ahead.
- **Work smarter**
Receive recommendations for the best keyword-to-channel combinations to proactively define actions for each of those channels.





Create

- Discover keywords within seconds
Automatically aggregate and de-duplicate keywords from multiple sources to create a comprehensive repository that can be used across Natural Search, Paid Search and Social Media.
- Refine keywords the smart way
Receive prioritised keyword-to-channel recommendations (from established terms to new trends) to hone your channel targets.
- Fit your data to the purpose
Create custom data views to slice and dice data for one, two or all channels helping you uncover further efficiency opportunities.
- Define your own templates
Group similar keywords into shared structures that will simplify propagation of future changes and avoid inconsistencies between channels.

Analyse

- Get an integrated view
Pull in intelligence at keyword level from Natural Search, Paid Search and Social Media campaigns to see the big picture.
- Play with data layers
Dynamically change views on a set of integrated metrics through multiple drill options so you can determine the effects channels have on one another.
- Find the quick wins
Automatically collate performance data from search engines and social media outlets and receive prioritised opportunities for integrated and channel-specific optimisation.
- Eliminate the guesswork
Simulate search engine behaviour, forecast campaign changes and uncover new language so you can focus on the right growth opportunities.

Optimise

- Skip the grunt work
Algorithmic suggestions define the most relevant channel or combination of channels for each of your keywords and automatically map pages, ads or social media creatives.
- Get to work on what matters
Automated scoring and prioritisation of opportunities across Natural Search, Paid Search and Social Media allow you to allocate time and spend to high value actions irrespective of the channel.
- Be efficient
Roll out master template changes to modify pages, ads or social media creatives working with the same family of keywords to provide a consistent experience for your target audience.
- Improve your online presence
Sphere of influence analysis compares the strength of your online presence with that of your competition and delivers actionable prospects and insights to improve it.