

## The One platform for Agencies

As your current and potential clients begin to develop internal digital teams, your agency must prove the real value of its services. How do you handle ever growing client demands at a cost-effective servicing level without compromising quality? One from Hydra integrates data from Natural Search, Paid Search and Social Media to uncover efficiencies and highlight new opportunities so your teams can focus on retention and growth.

One from Hydra helps you:

- **Get creative**  
Using the site(s), the content, the inventory feeds and the analytics data from your clients to explore search engines and social media, WordBank gives your teams tailored keyword-to-channel recommendations to deliver the best ROI.
- **Apply changes with one click**  
Intelligent grouping options allow your teams to modify attributes for keywords within the same family and scale out simple changes to increase campaign efficiencies.
- **View your data your way**  
Automated data aggregation for multiple channels and multiple clients provides one place where you can slice and dice data to fit your maintenance, reporting or analysis needs and uncover the best performing accounts.
- **Focus on high value**  
Receive prioritised optimisation opportunities and assess their potential impact on account performance so your teams can justify up-sell proposals and effectively deliver the results promised.
- **Understand your sphere of influence**  
Evaluate the scope of your clients' online presence vs. that of their competitors, and extract industry specific insights to make your pitches and day-to-day consultancy more compelling for your clients.
- **Find competitive advantage**  
Use competitor analysis to learn about the performance of your competitors' clients and stay one step ahead by tapping into the right opportunities at the right time.
- **Work smarter**  
Receive recommendations for the best keyword-to-channel combinations to proactively define actions for each of those channels so you can do more with the same number of employees and increase profit margin on client accounts.



The support from our expert consultants will help you define the best setup to meet the unique needs of your agency and make sure the One platform grows with you and your clients.