

The One platform for Marketing Executives

With budgets and teams spread across Natural Search, Paid Search and Social Media, it is difficult to see the big picture. How can you identify the best way to allocate your budget across these channels to maximise return? One from Hydra combines insights from all three channels and suggests how to create efficiencies to achieve optimal performance.

One from Hydra helps you:

- **Get creative with WordBank**
Discover the language your customers use across Natural Search, Paid Search, and Social Media so you can be confident your teams deliver effective messages to your target audience.
- **See the whole picture**
Flexible integrated data analysis allows you to define consistent benchmarks across channels and assess the return from your teams' activities.
- **Focus on high value**
Proactive suggestions of high visibility keywords enable you to generate efficiencies across channels while uncovering opportunities to improve individual channel performance.
- **Understand your sphere of influence**
With integrated keyword and brand monitoring you can evaluate the effectiveness of campaigns and their impact on your overall online presence.
- **Find competitive advantage**
Automated competitor tracking lets you benchmark your performance and learn about your competitors' strategies so you are always a step ahead.
- **Work smarter**
With intelligent recommendations for the right channel mix and specific actions to take you can achieve your desired ROI.



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