

The One platform: Financial Services

Your customers want the best deal: they compare financial products on rates, service quality, added value, and will switch providers to get what they want. How can you retain existing customers and acquire new ones in a highly competitive environment where only a handful of terms have conversion potential to warrant spend? One from Hydra collates insights from Natural Search, Paid Search and Social Media to define ROI driven keyword-to-channel combinations so you can commit budget to the right opportunity.

One from Hydra helps you:

- **Get creative with WordBank**
Identify which families of terms are driving conversions and revenue and receive intelligent recommendations that help you capitalise on 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 for keywords from the same family so you can easily roll out special APR offers and quote discounts that attract new customers.
- **See the whole picture**
Flexible manipulation of integrated data (Natural Search, Paid Search and Social Media) allows you to identify top performers by product category, special offers or margin, and reveals connections you can translate into efficiencies.
- **Focus on high value**
Automated analysis of your site and your competition in the context of your available budget gives you recommendations for the best keyword variations that allow you to capture the greatest volume of customers for the spend you can commit.
- **Understand your sphere of influence**
Evaluate the impact of your online presence at the different stages of the customer journey and receive actionable insight to improve performance of online campaigns.
- **Find competitive advantage**
Automatically acquire rates and price data from competitors to assess your own price points and get advice on how to use this to your advantage so you can plan compliance approval ahead of time and improve your offers' speed to market.
- **Work smarter**
Receive the best opportunities on keyword-to-channel combinations based on your brand and site's competitiveness for high volume terms so you can proactively commit budget to campaigns that are justified by their expected ROI.



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