

## The One platform: Retail

Your prospective customers are getting savvier: they're seeking out peer endorsement, researching and finding the right product at the right price. How can you strengthen your brand's influence and competitiveness throughout their journey to increase sales? One from Hydra combines insights from Natural Search, Paid Search and Social Media to recommend the best product-to-channel combinations so you can intelligently market your inventory and grow your customer base.

One from Hydra helps you:

- **Get creative with WordBank**  
Identify emerging trends and product interest within your sector and 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 automatically derive large sets of keywords from your product SKUs so you can modify campaign elements in an efficient manner.
- **See the whole picture**  
Flexible manipulation of integrated data (Natural Search, Paid Search and Social Media) enables you to easily identify top sellers across all channels and reveals connections you can translate into efficiencies.
- **Focus on high value**  
Receive recommendations for the channel that will yield the greatest ROI and define the best approach to expensive generic terms before you set campaigns live so you only spend time and money on what generates revenue.
- **Understand your sphere of influence**  
Evaluate the impact of your online presence and protect your margin through algorithmically-derived actionable insight so you can become a leader in your industry.
- **Find competitive advantage**  
Using competitor analysis you can automatically acquire price data from competitors to assess your own price points, get advice on how to use this to your advantage and stay one step ahead.
- **Work smarter**  
With real-time inventory load you can receive recommendations for the best keyword-to-channel combinations to proactively define actions that effectively promote and sell existing stock.

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

