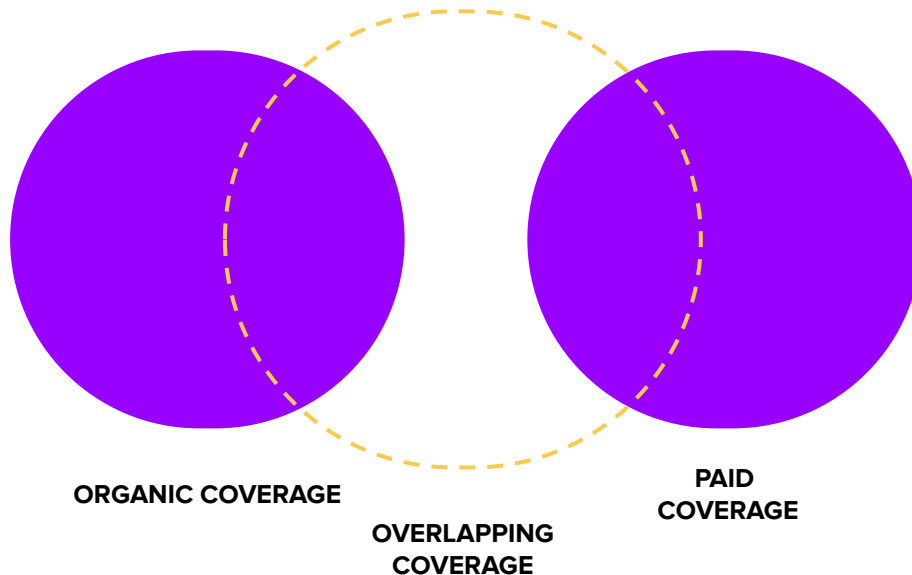


Search marketing is **fundamental** to most digital advertiser's strategy, yet many do not know the **true** value of their paid & organic coverage.

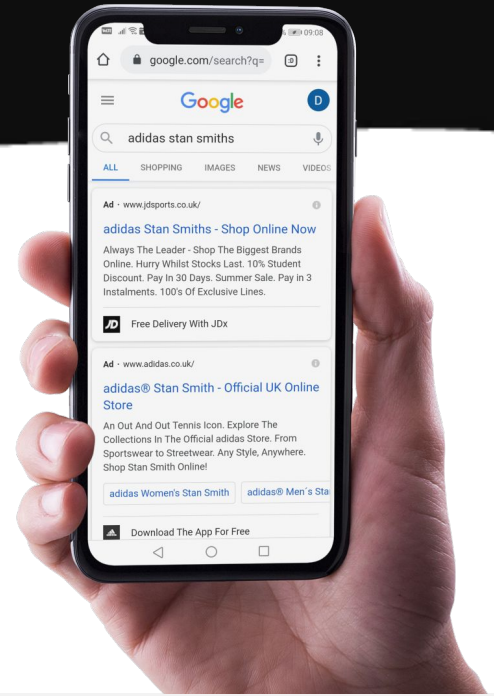


Seamless Search is the only platform that shows you the true **incremental** value of your search channels, and allows advertisers to answer age old questions such as:

- Should I pay to bid for keywords I already have a high organic coverage for?
- How much does my current paid strategy cannibalise my organic strategy?
- Should I pay to appear for my brand and brand generic terms?
- What paid position should I take based on my current organic coverage?

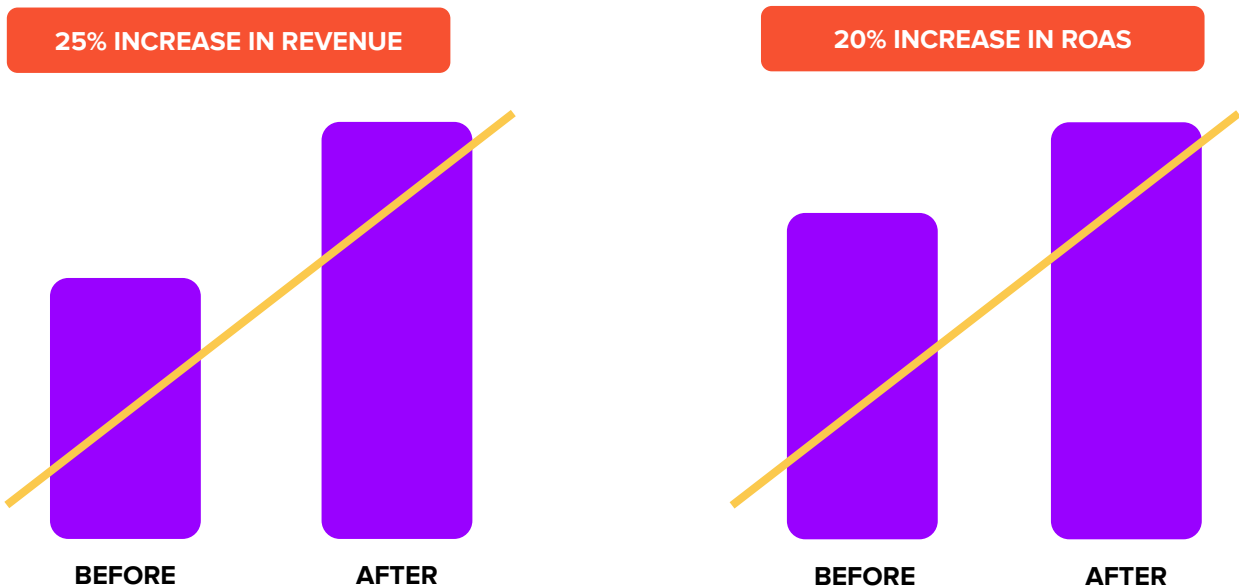
Seamless Search **enables**:

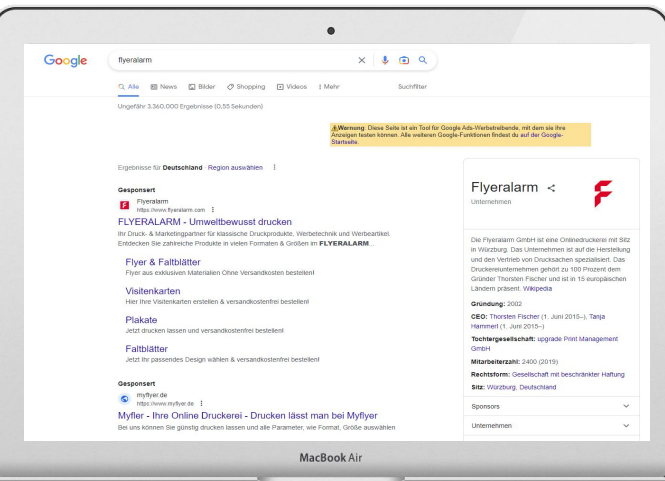
- **Unique Total Search Insights**
- **Total Search Bid Management**
- **Straightforward UI**



Using machine learning Seamless Search assesses millions of data points to accurately project the true value of your paid search marketing activity. Our platform then makes the insight actionable by offering the world's only total search bid optimisation engine, automatically adjusting bids based on both your paid and organic coverage.

Seamless Search drives **game-changing** results





It can be tricky on branded terms to understand how much value paid provides above organic traffic. Is it incremental or is it purely cannibalistic? With Seamless Search you can:

- a) Find the bid which provides maximum incremental value of paid above organic given the level of paid competition
- b) Adjust that bid daily in reaction to paid competition to ensure ongoing maximum return from Total Search

Example

Maya Alves
Digital Marketing Lead



Business Challenge:

Budgets are tight, but I still need to grow revenues. I need to find efficiencies to free up some budget.

Search Challenge:

Organic doesn't pick up all the traffic when I pause keywords with no competition, how can I find the optimum point?

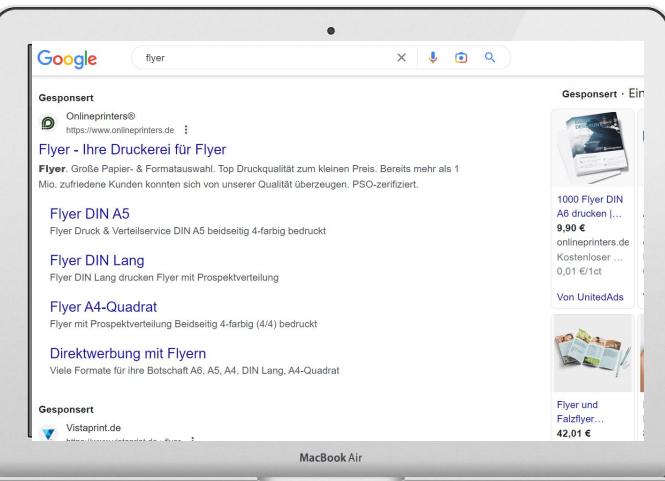
INCUBETA

Feb 1, 2023 - Feb 28, 2023 | Search Query | Is Sale Keyword | Device | Campaign

Year on Year

Seamless Search Summary

Impressions 87,031 -8.9%	Impression share 0.77 -16%	Total CTR 59% +3.4%	Total CPC £0.22 -59%
Total ROAS 37.16 +139%	Total Search Cost £11,339 -60.9%	Total Search Margin £410,044 -3%	



We've identified certain terms where you receive strong levels of organic traffic but there is a lot of paid competition. It can be a challenge to understand whether there is additional value that can be attained by competing for those paid ad slots. It's easy to see how much spend and paid revenue running those ads results in, but it's harder to understand the impact that then has on your organic performance.

By leveraging Seamless to optimise those keywords to total search performance, you can identify the bid which provides maximum value for each term factoring in the organic performance.

Example

Melanie Begum
Paid Media Manager



Business Challenge:

The business wants to grow, but budget is finite. I am willing to spend more, but only where I can have confidence it will lead to verifiable growth.

Search Challenge:

I get great organic traffic from some generic/product terms with a lot of paid competition - is it worth entering the fight?

INCUBETA

Feb 1, 2023 - Feb 28, 2023 | Search Query | Is Sale Keyword | Device | Campaign

Year on Year

Seamless Search Summary

<p>Total Clicks</p> <p style="font-size: 24px; font-weight: bold;">665,840</p> <p style="color: green; font-weight: bold;">+90%</p>	<p>Total CTR</p> <p style="font-size: 24px; font-weight: bold;">11%</p> <p style="color: green; font-weight: bold;">+59%</p>	<p>Total CPC</p> <p style="font-size: 24px; font-weight: bold;">0.55%</p> <p style="color: red; font-weight: bold;">+4,720%</p>	<p>Total Cost</p> <p style="font-size: 24px; font-weight: bold;">£369,191</p> <p style="color: red; font-weight: bold;">+9,068%</p>
<p>Total Revenue</p> <p style="font-size: 24px; font-weight: bold;">£1,128,008</p> <p style="color: green; font-weight: bold;">+64%</p>		<p>Total Search Margin</p> <p style="font-size: 24px; font-weight: bold;">£758,817</p> <p style="color: green; font-weight: bold;">+11%</p>	