

Paid Search Optimisation Powered by Experian Insight

Using Experian data to optimise your bidding strategies

Paid search is one of the central pillars in modern digital advertising, and for many marketers, the single channel with the largest budget. However, for all its effectiveness in helping marketers to connect with in-market buyers, there are limited tools and capabilities available for marketers to improve their bidding strategy.

In today's data-driven world, marketers need to have a much better understanding of their data and audiences to make decisions dynamically and beat their competitors. This is where Experian's partnership with cClearly can help.

Improving paid search with Artificial Intelligence (AI)

Experian and cClearly's partnership allows marketers to optimise their bidding strategies using Experian's marketing data. Now marketers have access to hundreds of Experian attributes for every postal district in the UK, including demographics, interests, behavioural, financial and life-stage data points. Marketers can use cClearly's platform to activate optimised audiences into paid search, helping them to reach the most relevant audiences with the most relevant messages.

Experian data

Experian data combined with the cClearly platform empowers marketers to modify thousands of geo-location bids per campaign, automatically upweighting and downweighting bids in each postal district, with ongoing optimisation of the campaigns as they are being executed.

Focus more marketing budget on the best performing audiences

Show paid search ads in a higher position in the search engine results pages (SERPs)

No change to existing campaign management workflow and no additional work from paid search teams

10% to 20% performance uplift*

➤ To find out more about how accessing Experian data in paid search can help improve your marketing strategy, please contact us: i

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* based on average customer results

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Frequently Asked Questions (FAQ)

How does it use Experian data?

Experian data sits in the platform and powers the algorithm, essentially building propensity models for each campaign within each postal district across the UK.

The combination of Experian data and past performance allows the algorithm to predict the optimum weight of bid for each keyword in a campaign across all 2900 postal districts in the UK to optimise both reach and efficiency.

What Experian data sits in the Experian and cClearly platform?

There are c.500 data points/values loaded. These are postal district values from ConsumerView; including Mosaic; FSS; Consumer Propensities and Mosaic Shopper Segments.

Is there any personal data involved or shared?

No – the 1st party data ingested from a client is their Google Ads data at campaign level. No PII is required for the platform to optimise or assess potential incremental uplifts in performance.

I already use a 3rd party bid management system, will your system work in parallel?

Yes, the Experian and cClearly platform has been designed to work with any bid management platform or strategy, as long as we can get access to change the location modifiers found at the campaign level.

What conversion data integrations do you support?

We can accept conversion data (e.g sales, basket value, downloads, bookings, revenue profit) from almost all of the popular 3rd party tracking providers on the market such as Google Analytics, Adobe, Marin Tracker and DoubleClick. We can also accept data from other systems as long as the conversion event can be traced back to location level ideally postal code.

Can you ingest my own 1st party customer data, i.e. data which is stored in my CRM?

Yes, we can accept data from other systems as long as it can be delivered to us at the location level, ideally at postal code level. A sample will be required, so our tech team can review.

We already do audience targeting for search, so why is yours different?

Some people who are new to the Experian and cClearly platform can sometimes confuse our offering with methods of retargeting audiences in Search such as RLSAs, Customer Match, Similar Audiences and Google in-market. These solutions require cookie data in order to remarket to the relevant audiences. Experian and cClearly's approach is not to retarget people, but to target new people even if they have never engaged with your brand in the past, which we can achieve without cookie data.

I am already so busy, how much time will I need to invest to get the most from the Experian and cClearly platform?

The Experian and cClearly platform has been designed to seamlessly integrate with your normal way of working, meaning there is no change to existing workflow, campaign structure or other tests/projects. It requires a minimal effort and resources on your side, we do all the heavy lifting.

How can I see the performance?

You can see a performance dashboard from directly within the user interface.

What can I expect the performance to be?

We can run a free traffic light analysis on your existing campaigns to give you an estimated performance uplift. This requires no contract or commitment.



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