Experian Search Optimisation

Helps Experian Marketing Services increase conversions by 11% for B2B products in Paid Search

About

Experian Marketing Services is a global provider of insight-led, cross-channel marketing and advertising services. We help thousands of marketers unlock the power of data about people and places to reach and engage with the audiences that matter most. Our focus is to enable organisations to deliver great experiences that are personalised and relevant – which maximises returns, deepen customer loyalty and strengthen brand advocacy.

The Challenge

Experian Business Express and Experian B2B Prospector are two of Experian's marketing products that are aimed at businesses who want to find and qualify new business customers in the UK. Within the Business-to-business (B2B) sector it can be difficult to qualify the right business who are likely to convert into paying customers. By ensuring that the Experian Business products are being offered to the right businesses who are actively searching for these services is key to optimising budget and increasing conversions.

"Working together with cClearly has allowed us to reach significant account growth and has provided considerable ROI. Due to the large scale of the accounts, to replicate the effects of this solution manually, would have been near impossible."

– **Jonathan Colclough**, Paid Search Executive, Experian

The Solution

To tackle this problem Experian recognised that the service we provide to clients could be used to power our own business. We knew it could help identify businesses who were more likely to be interested in adopting Experian Business Express or B2B Prospector, and optimised the media spend towards those businesses.

Hundreds of Experian's own business and consumer data assets, gathered at a postal sector level, were input into the solution to establish a base profile.

Historical search history and conversion performance data from the two accounts were then fed into the Experian Search Optimisation Engine. The Engine then employs artificial intelligence algorithms to accurately predict which searches are most likely to convert into customers based upon their data profiles and geographical locations.

Adjustments to postcode district level bid modifiers were made and pushed directly into Google and Bing to achieve the optimisation.

Experian's Search Optimisation

Results

Experian's Search Optimisation platform drove an **11% increase in conversions** across both accounts whilst also increasing the effectiveness of the campaigns. **Reducing the CPA by over 8%** at the same time, enabled the same budget to reach more of the target audience and drive incremental sales.

Reducing the CPA by over 8%

11% increase in conversions

"The support and knowledge from cClearly were as beneficial to us as the product itself. Optimisations were made to the accounts because of detailed analysis and resulted in an increase in conversions. I look forward to seeing what else this partnership will achieve in the future."

– **Richard Wells**, Digital Acquisition Specialist, Experian

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