

Autonomy Unveils Technologies to Radically Improve Social, Mobile, and Search Marketing Performance

29.09.2011 | [PR Newswire](#)

CAMBRIDGE, England, and SAN FRANCISCO, September 29, 2011 /PRNewswire/ --

- New Analytics and Optimization Capabilities Allow Marketers to Better Understand Customer Behavior and Optimize Online Spend and Conversion

Autonomy Corporation plc

, a global leader in infrastructure software for the enterprise, announced today new modules designed to help businesses significantly increase the return on their social, mobile and search engine marketing spend. These innovations enable marketers to better understand customer sentiment and optimize key elements of their digital campaigns, such as pay per click spend, natural search engine rankings, and landing page and microsite optimizations, to drive maximum customer acquisition.

The new optimization and analytics capabilities further extend Autonomy Optimost's cloud-based offering. Autonomy Optimost is part of the Autonomy Promote Suite, a comprehensive marketing solution that helps businesses automatically understand and detect customer trends, deliver engaging and optimized content, and dramatically increase online conversions and revenue.

Online marketers spend more than 60% of their budgets on search, and now must address emerging channels like social and mobile. Autonomy gives marketers a differentiated approach, by providing a single platform for online marketing optimization. Marketers can gain insight into a constantly proliferating volume of unstructured customer data, including tweets, blogs, videos, phone calls and web visits, connect the dots and automate and optimize their spend, resulting in the highest rate of conversions for the business.

Autonomy Optimost allows marketers to:

- Improve the performance of online advertising campaigns through a new comprehensive bid management and optimization system
- Improve natural search rank and optimize pages for higher customer conversion through an IDOL-powered SEO module
- Author landing pages, web pages, and microsites quickly and easily without IT involvement
- Drive revenue across all customer touchpoints by intelligently testing multiple combinations of content, design, layout, pricing, offers, and recommendations
- Track campaign performance with KPIs to measure success from tested page throughout success funnel
- Monitor campaign performance with a visually rich marketing dashboard to gain insight into actionable data
- Discover under-performing segments that are prime targets for improved marketing revenue optimization
- Identify and proactively deliver the most persuasive content for each segment to the visitor in real-time, through automatic segmentation and targeting

'Autonomy is tackling one of the great challenges -- and opportunities -- in online advertising,' said Andrew Joiner, CEO of Autonomy Optimost. 'We're helping businesses break free from manual, inefficient online advertising methods, by providing a solution that delivers an automatic, conceptual understanding of all forms of customer data. As a result, businesses can obtain a greater volume of high quality traffic, which leads to more revenue, faster.'

'Launching an online advertising campaign is the moment of truth for marketers -- they bet significant dollars and resources to reach their target audience and generate an instant response,' said Matt Malden, Vice President of Autonomy Promote. 'Autonomy Optimost's new innovations give marketers an advantage in ensuring success -- based on a conceptual understanding of where and how to place their spend, and the ability to continuously test and improve conversion rates in order to maximize returns.'

Please visit <http://www.autonomy.com/optimost> to learn more about Autonomy Optimost.

About Autonomy

Autonomy Corporation plc

, a global leader in infrastructure software for the enterprise, spearheads the Meaning Based Computing movement. IDC recently recognized Autonomy as having the largest market share and fastest growth in the worldwide search and discovery market. Autonomy's technology allows computers to harness the full richness of human information, forming a conceptual and contextual understanding of any piece of electronic data, including unstructured information, such as text, email, web pages, voice, or video. Autonomy's software powers the full spectrum of mission-critical enterprise applications including pan-enterprise search, customer interaction solutions, information governance, end-to-end eDiscovery, records management, archiving, business process management, web content management, web optimization, rich media management and video and audio analysis.

Autonomy's customer base is comprised of more than 25,000 global companies, law firms and federal agencies including: AOL, BAE Systems, BBC, Bloomberg, Boeing, Citigroup, Coca Cola, Daimler AG, Deutsche Bank, DLA Piper, Ericsson, FedEx, Ford, GlaxoSmithKline, Lloyds TSB, NASA, Nestle, the New York Stock Exchange, Reuters, Shell, Tesco, T-Mobile, the U.S. Department of Energy, the U.S. Department of Homeland Security and the U.S. Securities and Exchange Commission. More than 400 companies OEM Autonomy technology, including Symantec, Citrix, HP, Novell, Oracle, Sybase and TIBCO. The company has offices worldwide. Please visit <http://www.autonomy.com> to find out more.

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Die URL für diesen Artikel lautet:

<https://www.rohstoff-welt.de/news/111540--Autonomy-Unveils-Technologies-to-Radically-Improve-Social-Mobile-and-Search-Marketing-Performance.html>

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