

QUANT™

5 ways to instantly improve paid search ROI

1. Be results driven.
Do you get maximum returns, every time?
2. Review your existing strategies.
Are they still proven to work?
3. Understand your market.
Which technologies are your competitors using?
4. Reduce your manual effort.
How long are you waiting for your results?
5. Don't rely on guesswork.
Leave no opportunities uncovered.

Easy isn't it? It is if you're holding pole position. But the chances are you're not; you need the know-how to get more return out of your budget.

Which is where Quant comes in.

Quant™ - the new frontrunner

Quant is a mathematical genius. Do you remember back in 1997 when a machine beat the world-renowned chess grandmaster, Gary Kasparov? It was the day of computer power; complex, statistical analysis became manageable.

Quant is built using those very same principles. It analyses and manages large, complex paid search marketing campaigns and guarantees the best return for the minimum investment.

Increasing competition

Not only that, competition is at an all time high, and the market is changing by the hour. With current time, resources and tools, it's often hours, days or weeks before marketers are able to draw logical conclusions from ROI data and react.

How can you get more return from your budget? This shouldn't be a question you need to ask. No matter how complex your online campaign, every aspect should work for you, from keywords through to search engines.

If you want unbeatable KPIs, you need the best possible bidding and budget scenarios for your campaign. Quant is consistent and reliable; it analyses your data on the fly to guarantee the best possible returns from your ad-spend.

Out with the old – In with the new

Are your current systems up to scratch? What about your workforce? If you're still using rules based bid-management tools, stop. They are outdated and are no longer able to work on the opaque bidding platforms of Google, Yahoo and Microsoft, which they were initially built for. While the search engines evolved, these bid tools didn't.

Quant is proven to outperform tools such as these. It takes all of your campaign's data from day one to a successful conclusion, and predicts and models every possible outcome. And you don't need to pay someone to manage it.

Who's behind you?

Mediocre ROIs mean you're out of the top 10, let alone number one. You may not be using the best technology, but your competitors are. If you want to lead, you must adapt to a rapidly changing marketplace.

Quant is the first intelligent search engine marketing system. It not only outperforms competitors, it learns over time. Through continuous analysis of your campaign data, it strengthens and reinforces your strategies.

Put less effort in!

Manpower is expensive. And marketing campaigns are no longer simple, comprehensive works of art. Even if you're an A+ marketer, there are only so many places you can be at once. Manual analysis of complex data is time consuming and a drain on your resources. And it's almost always impossible to get the best results. Manually drawing accurate figures from ROIs exposes you to human error, additional costs and smaller returns.

Quant can manage and adapt your data, 24 hours a day, with no effort from you. No opportunity is overlooked. And the single, most important point? Immediate results.

Don't rely on guess work

Do you ever wonder about missed campaign opportunities? Every paid search campaign you complete could be better next time. You're part of a painfully slow learning process.

Quant is a fast learner. Using predictive algorithms and data-mining techniques, Quant can make millions of instant, best-fit decisions. No opportunity is lost; every result is viewable.

Quant™ features

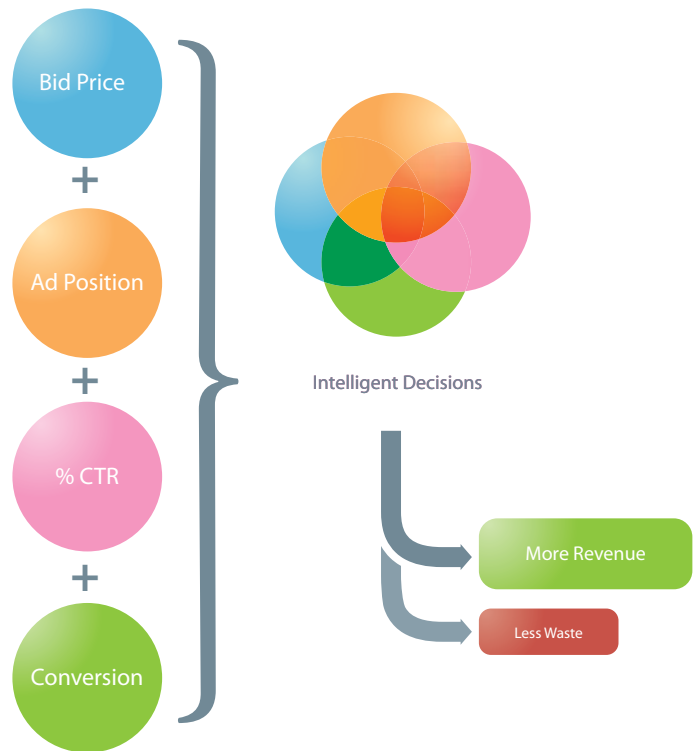
- By analysing ROI hourly, modelling and re-configuring your campaigns, we deliver predictable improvements in ROI.
- Our extensive research has proven that Quant outperforms bid tools and manual efforts.
- Using computing power and computational optimisation algorithms, we can make millions of 'best fit' decisions on the fly.
- Quant is sheer brute force, intelligent, reliable, computing power.

As a result our clients have seen huge gains

HMV, was previously managing their campaign in-house and was maintaining a steady ROI of 500%, but within three months of starting with Greenlight, our techniques and technologies increased their ROI to over 1200%. Using Quant for Audible, we achieved a 78% increase in conversions and cost per acquisition targets were beaten by 60%.

Deploying this technique with Autobytel we have been able to triple web and telephone enquiries via search activity, whilst at the same time reducing CPE by over 60%. Their conversion rate has also seen a 25% increase. And it's all because our system can identify to an incredibly granular and three-dimensional level, what the best way is to manage any campaign.

Quant utilises all campaign data to boost revenues and ROI.



Be a frontrunner; it's easy

Improving your ROI is at the core of your marketing decisions. And if you've read this far, you're committed.

It really is as easy as it sounds. No matter how complex, you can get the most from your data, and enjoy the best returns with instant access to your results. There is no other paid search system as intelligent as Quant in the marketplace today.