

WHY THIS CASE DESERVES TO WIN



ONE SEARCH: Unlocking 150% Incremental Revenue by Breaking SEO & SEA Silos

~ submission for best use of performance marketing ~



group^m



+150%
growth

€325K
revenue

100%
scalable

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This case is about **operational transformation**.

tackled one of the industry's longest-standing problems: SEO and SEA working in isolation and **fixed it structurally**.

It changed the way people think. From protecting budgets to protecting outcomes.

From guessing to knowing.

From silos to synergy



THE CHALLENGE...

...the industry has consistently failed to solve, structurally.

We've seen SEA/SEO client-specific hacks for decades. Even some noteworthy cases.. 🙌👑

But none so far that could easily scale across other clients or campaigns.

Structural and psychological barriers have prevented real integration
(on both agency & client side)

With AI on the rise and search expanding across networks, **how could we hope to survive if we still hadn't solved this?**

We've cracked
the code to
make it fast &
scalable



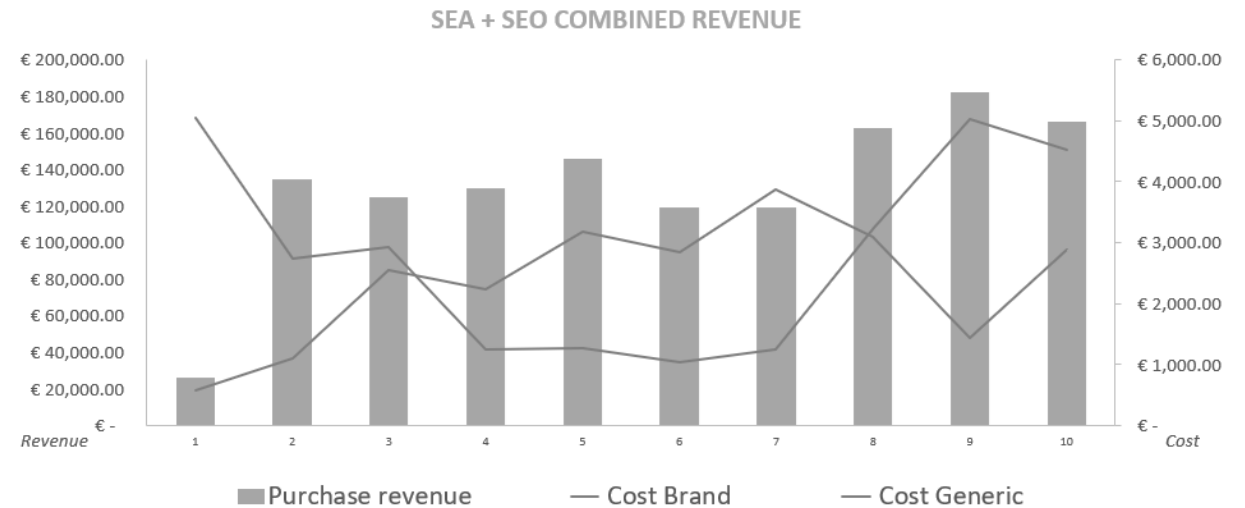
BLUR THE LINES, FOCUS ON INCREMENTALITY

Goal



BLURRING THE LINES BETWEEN SEA & SEO REVENUE IS KEY TO IDENTIFYING INCREMENTALITY

OPENMIND





1 Goal ☒ Search

- **AI search** (ChatGPT, Copilot) is reshaping user discovery
- **Zero-click searches** are reducing traditional organic & paid traffic
- **SERP features** (shopping, video, snippets) are changing how users interact
- **Social search** (TikTok, Instagram, Reddit) has taken over traditional search behaviour
- **YouTube & Voice** search continue to disperse searches

SEARCH IS A SPECTRUM

Goal ☒
1 Search
Team

Exciting opportunities to grow
and focus on strengths
across the Search Spectrum

**While specialized layers will continue to exist, hybrid
layers will form linked to different roles & objectives**

Strategy: Hybrid

Incorporating a well-rounded Search strategy will demand knowledge of both fields.

Implementation: Focused

Paid Campaign setup and content creation are examples of this. While the tasks will tend to lean more to one side or the other of the spectrum there will be clearer links on the impact across the board.

Innovation: Hybrid, Focused or Specialized

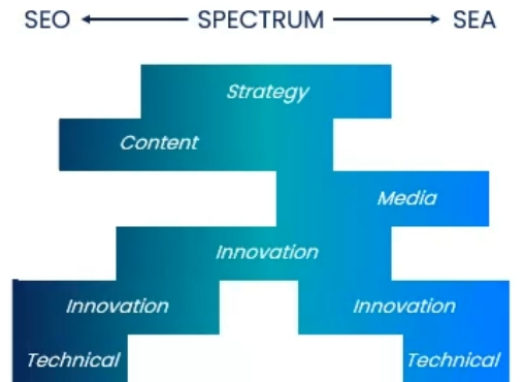
Innovation will be a big focus moving forward and there will be different levels to develop projects that are futureproof

Technical: Specialized

This is likely to stay one of the 'pure' specialized discipline, save exceptions.

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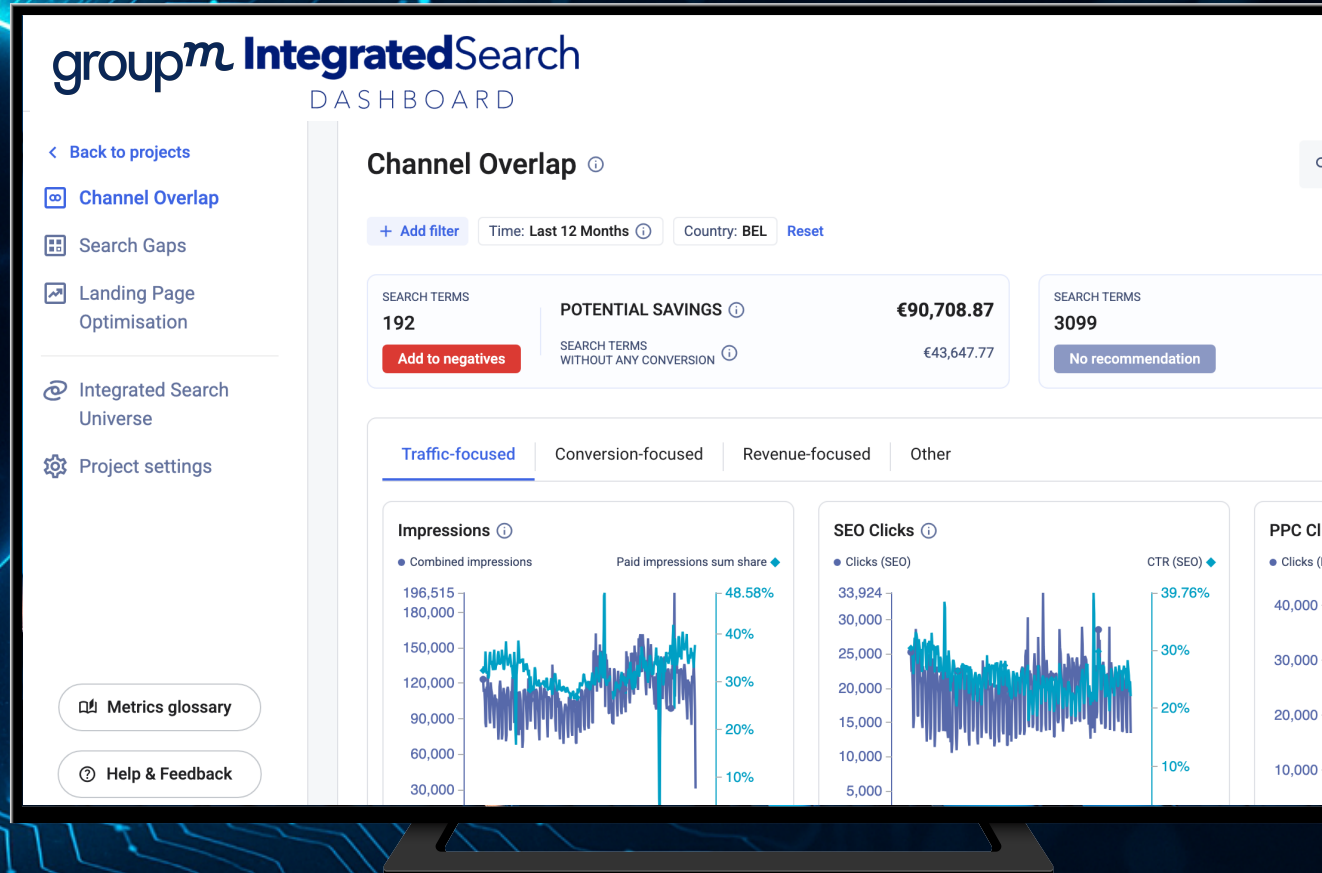
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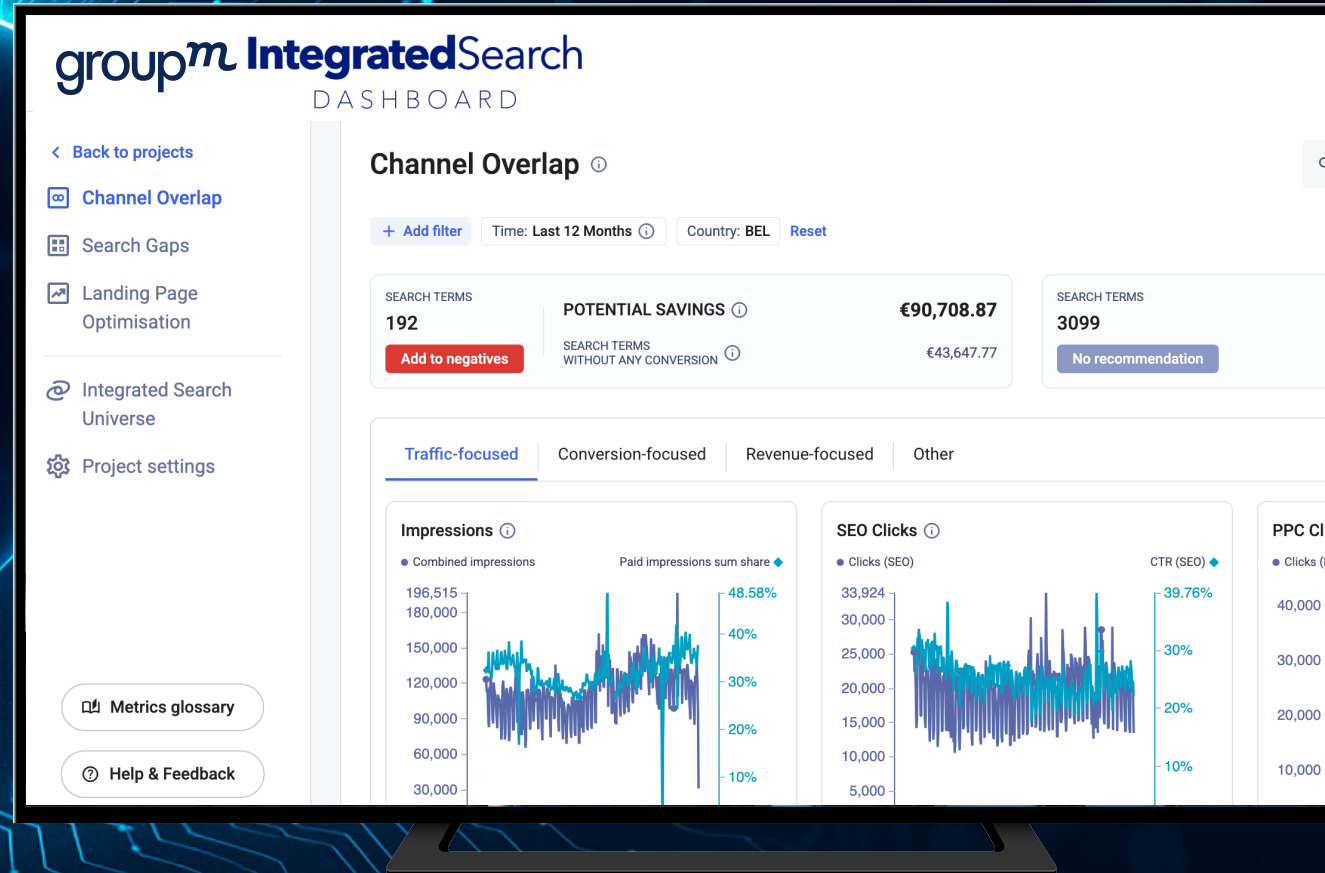
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ONE SOURCE OF TRUTH

Goal ☒
1 Search
Team
Tool



ONE SOURCE OF TRUTH



Example #1

Brand Cut Test



- Identified that 90% of branded SEA spend didn't drive incremental value
- Cut 70% of branded SEA spend and shifted it to capsule generic terms
- **After 6 weeks:**
 - Revenue stayed stable = confirmed cannibalization
 - Bet on Generic capsule segment = failed
- **After 3 months: Trend confirmed**
(Benchmark, competitors & seasonality)

Example #2

Machine Keywords Unlock Capsule Sales



- Organically Machine Keywords ranked #1 and could be found easily
- Dolce Gusto's KPI was Capsule sales, therefore Machine strategy was more of an afterthought.
- **But..** the targeting showed high ROAS & high competition
- **After 4 weeks:**
 - 79% higher monthly revenue on capsules
- **After 3 months: Trend confirmed**
(Benchmark, competitors & seasonality)

Meet the group^m IntegratedSearch DASHBOARD

CHANNEL OVERLAP

Allows us to label keywords when they present a cost-saving opportunity by **cutting paid targeting on keywords that are ranking well in SEO**:

LANDING PAGE OPTIMISATION

Allows us to label keywords when they present a cost-saving opportunity by **Optimizing the landing page experience for the user**

SEARCH GAPS

Identifies missed opportunities by analysing keyword coverage and difficulty. It helps focus SEO on untapped, low-competition terms SEA on defending critical, competitive keywords

RESULTS

74%

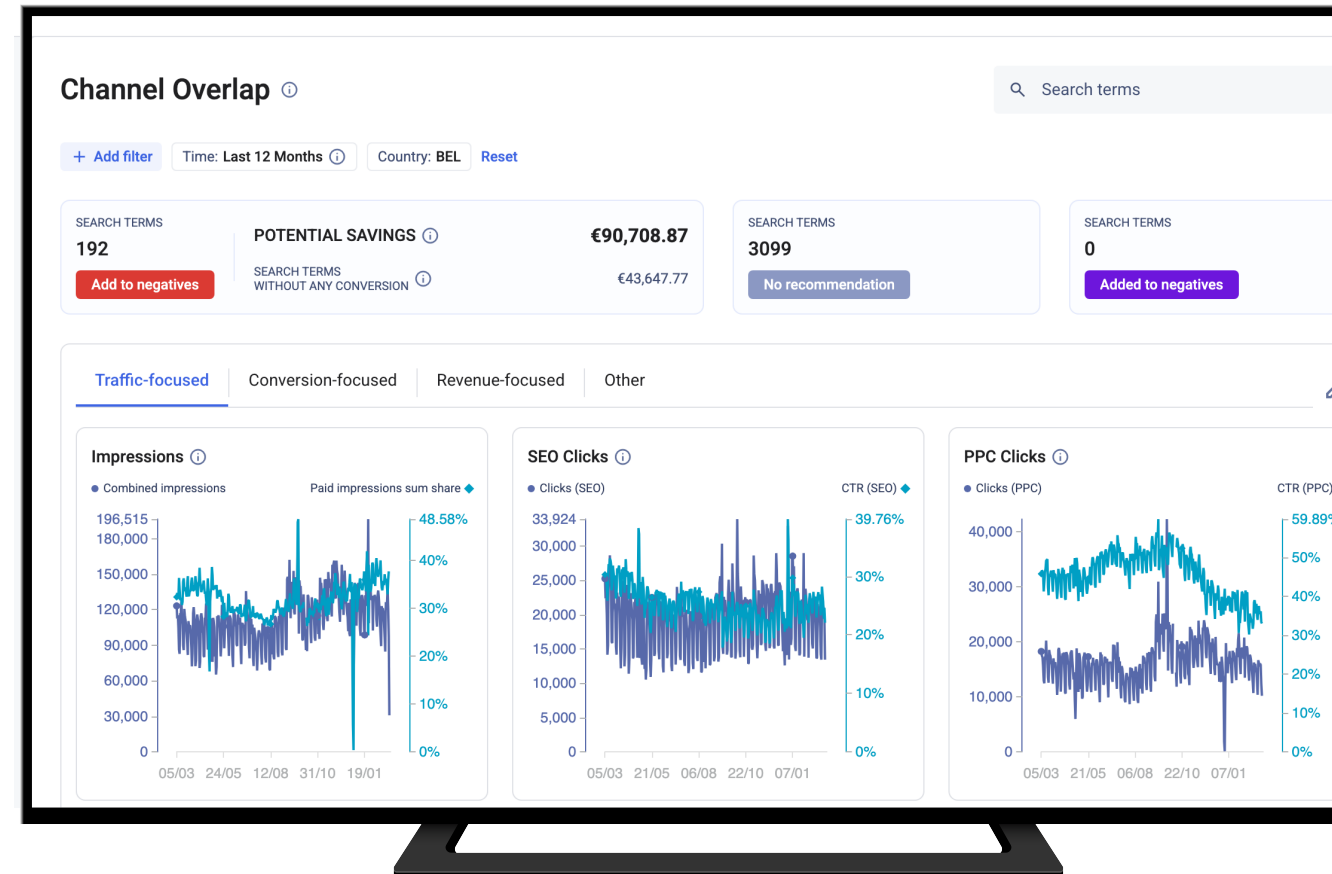
of the cost saving opportunity

22%

of the cost saving opportunity

+28%

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Thank-you for your time! 🙌



Thank-you from the full search spectrum on this case:

Oleksandra Slobodianiuk (SEA) | Dexie Denis (SEM) | Mathieu Peyronnaud (SEM) | Chris Lanssens (SEO)