



**"We Make It Happen"**

**Volume 1, Issue 4**

**December 2011**



# Calls2Text

C&F Search Marketing

## What Is It? And, Why Your Dealership Needs It...

Calls2Text is C&F's solution for automatically transcribing telephone calls into text. Having this technology enables our dealers to:

- **Optimize Advertising Dollars:** Determine what channels, campaigns and ads are driving the highest value calls – and those that are not.
- **Identify calls that Generate Sales Leads:** Calls2Text transcribes telephone calls and identifies key words and phrases associated with phone calls that convert and those that did not
- **Determine Caller intent, needs and concerns:** Calls2Text gives your dealership insight into what customers are saying.
- **Improve SEO & PPC Campaigns:** Calls2Text helps determine what key words prompted inbound calls thus enabling you to optimize and bid for these phrases on the search engines.
- **Minimize Managers' time spent listening to calls:** C&F's Calls2Text software will increase the profitability of your phone leads.

To **learn more** give us a call at 1-800-217-0762 or email us at [sales@cfsearchmarketing.com](mailto:sales@cfsearchmarketing.com).

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Call today to set up a time to meet with us at NADA or stop by and

Visit us at Booth 3550



## Local Search

Ranking high in Google Places, Yahoo Local, and Bing Maps is becoming increasingly necessary. It is well known that approximately 50% of all searches have local intent. When shoppers want to buy something, 70% of all searches have local intent. This is huge and why it's important for car dealers to rank high. C&F Search Marketing will get you to the top in Local Search. Our packages include: Places Page set up on Google, Bing, and Yahoo. Local competition, and keyword research, places page content creation, submission to citation sources and local directories.





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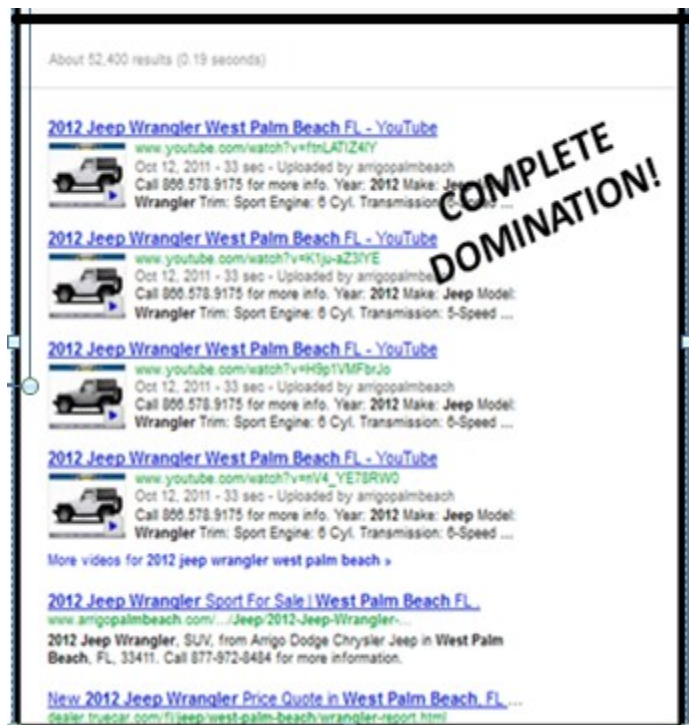
## DOMINATE YOUR COMPETITORS!!!

Using video on the Internet is a great way to promote your dealership, your cars, as well as your customer testimonials. The Internet and more specifically Videos about your dealership and your website has become your new showroom. Over 80% of all car buyers go online first to research a vehicle before they ever step on to a lot. What does that mean to you? You need to have the search engines put as much information about your inventory, sales, etc., in front of the customer as possible, AND have it rank high. You need to advertise your dealership using the richest medium ever -- VIDEO. It incorporates sight, sound, motion and engages your audience. Videos, when properly optimized can dominate search engine results. Many car dealers just upload the video to channels like YouTube and "hope for the best". With VIDorini technology each video is optimized to make sure it shows up for targeted searches in your DMA so leads and sales are generated. VIDorini along with SEO and PPC can push your competitor's listings all the way down the search engine

no one sees them!

Look how VIDorini is working for a car dealership in West Palm Beach, FL – 5 of the top 10 listings and 4 are VIDorini – COMPLETE DOMINATION!

Find out more about VIDorini today!  
Call 1-866-907-9698 today! Or email us at [sales@cfsearchmarketing.com](mailto:sales@cfsearchmarketing.com)



**19 W. Flagler Street, Suite 311 ~ Miami, Florida 33130 ~ 1-800-217-0762**



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## **Keyword Market Basket Analysis for Paid & Organic Search**

*Pierre M. Fiorini, Managing Partner*

Last month, I talked about an approach CF Search Marketing uses to improve conversion rates and leads in Paid Search. Our basic strategy is to break up keywords into their conceptual components and then determine which semantic concepts in a keyword tend to drive sales and leads.

In order to determine what conceptual components tend to lead to conversions and sales, we use *Affinity Analysis* or *Market Basket Analysis* to generate "rules" like the following:

```
{STATE, USED, VENDOR} => CONV
{MAKE, STATE, VENDOR} => CONV
{MAKE, VENDOR} => CONV Etc.
```

The above says that concepts in keywords like {STATE, USED, VENDOR}, {MAKE STATE, VENDOR}, {MAKE, VENDOR} all tend to generate conversions and leads. Recall that the above corresponds to phrases like: PA Dodge dealers, Honda NH dealers, and Ford Dealers, respectively.

All of the above may be true, but our goal at CF Search Marketing is by using our technique determine the following:

*What concepts in keywords tend to generate the highest ROI?*

the above for a given client, we modify keywords in their PPC and organic search strategies to make sure that they get the highest ROI.

### **So, What Exactly is Market Basket Analysis?**

*Affinity analysis* (or *association rule mining* or *Market Basket Analysis*) is the study of "what goes with what." For example, a classic example taught in business schools involves a store discovering that item A and B are often purchased together, and responding by moving items A and B physically closer

to each other in the store to drive sales. These methods are also called "*market basket analysis*" because they originated with the study of customer transactions databases in order to determine dependencies between purchases of different items.

### **The Apriori Algorithm**

The Apriori algorithm is one approach for learning association rules, which was originally developed by Agrawal, who was a data mining researcher in the early 1990's. The algorithm is designed to operate on databases containing transactions (for example, collections of items purchased by customers, website visitors, etc.). Given a set of itemsets (i.e., transactions), the algorithm find subsets that are common to at least a minimum number of the itemsets. Apriori uses a "bottom up" approach, where frequent subsets are extended one item at a time, which is known as candidate generation. Groups of candidates are tested against the data. The algorithm terminates when no further successful extensions are found.

The Apriori algorithm uses the fact that subsets of a frequent itemset must also be frequent. For instance, if the terms of keyword *k* has attributes {BRANDED, USED, MAKE}, and is a frequent itemset, then so must each of the smaller itemsets {BRANDED, USED}, {BRANDED, MAKE}, {USED, MAKE}, {BRANDED}, {USED}, and {MAKE}. This observation allows the algorithm to consider a reduced search space by starting with frequent individual items (eliminating rare items). We can then combine these into itemsets containing just two items and retain only those that are frequent enough. Similarly, this is done for itemsets containing three items, and so on.

The output of the Apriori algorithm is a set of rules of the form  $A \Rightarrow C$ , where *A* is the antecedent, and *C* the consequent, and both are non-empty sets of items.

***More about Apriori and how CF Search Marketing used this to improve your conversions, sales leads, and ROI next month!***