

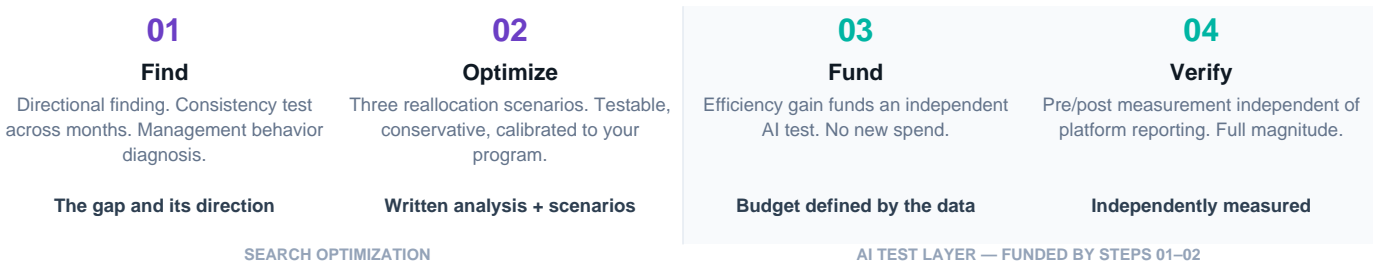
# Search Allocation Analysis

Find the gap. Optimize the allocation. Fund what's next.

*The frameworks are ours and proven. The findings are yours.*

Paid search budgets are misallocated at nearly every advertiser we have analyzed. The cost-per-conversion gap between primary search platforms goes unexamined because no standard reporting environment produces the cross-platform comparison on a consistent, deduplicated basis. This analysis builds that view from your existing platform exports.

**Validated across three independently analyzed clients spanning \$112 million in combined annual search spend, 36 client-months of data, and three distinct industry verticals. Directional accuracy: 100% across all 26 month-level tests.**



## WHAT THE SAA DELIVERS

- **Directional finding** — which platform is more efficient. Correct 100% of the time against independent MTA.
- **Consistency test** — whether the finding holds across months. Structural gaps demand action; volatile gaps require different management.
- **Management behavior diagnosis** — active optimization or default behavior. Most programs we examine are on autopilot.
- **Testable reallocation recommendation** — three scenarios, conservative, with expected outcomes.
- **AI test blueprint** — budget, structure, and measurement framework funded by Steps 01–02.

## WHAT PLATFORM DATA SHOWS — AND MISSES

Self-reported data gets direction correct but presents it in one of three forms: no gap visible at all, a gap too small to act on, or a gap that understates the opportunity by up to 96%. The SAA identifies which scenario applies. Full magnitude requires independent attribution.

## ENGAGEMENT

**\$20,000 · Delivered in 2–3 weeks**

### WHAT YOU PROVIDE

- Google Ads + Microsoft Advertising exports, branded and non-branded. Minimum six months.
- We define exact data requirements and help locate them. No platform access required.

### WHAT YOU RECEIVE

- Cross-platform analysis, directional finding, consistency assessment, quantified gap, three reallocation scenarios.
- Management behavior diagnosis — active optimization or default patterns.
- AI test blueprint: budget, structure, independent measurement framework.
- Findings walkthrough. Formatted for leadership. Repeatable as mix evolves.

## VALIDATED FINDINGS

**6–23% more conversions at the same spend** — validated across financial services, automotive, healthcare, food service. \$266,000/year observed where a buying agency independently used C3 data, reallocated, and measured the result.

*Analysis uses platform-reported figures. The directional finding is reliable (100% accuracy against MTA across 26 month-level tests). Gap magnitude is in self-reported units, which understate the true attributed gap. Verified multi-touch attribution yields the full picture.*

**About C3 Metrics.** Led by Greg Collins — 40 years in marketing and results-driven consulting. No financial relationship with any search platform, media vendor, or agency. Findings are the client's exclusive property. Engagement begins with a one-page agreement. Full methodology at [c3metrics.com](https://c3metrics.com).