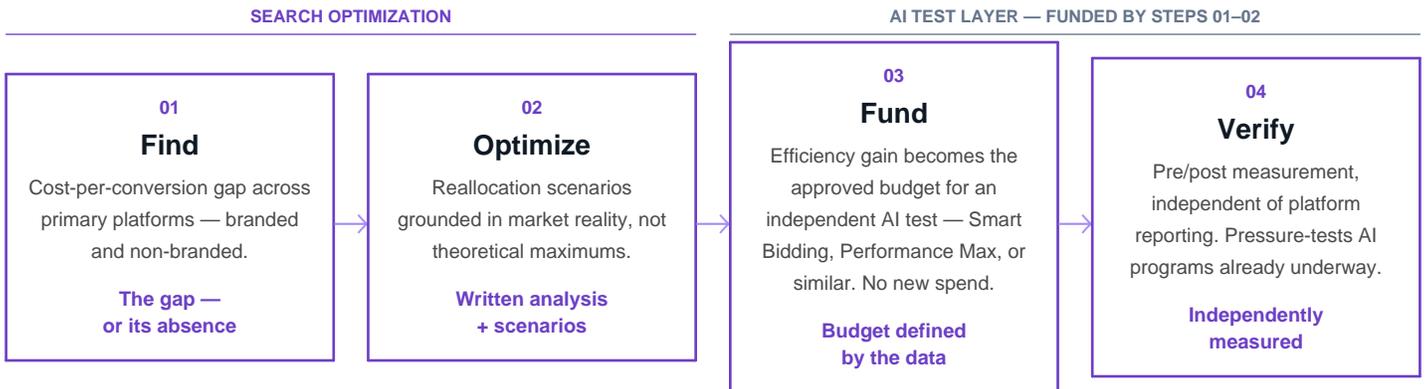**C3 METRICS**

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 one with independent eyes has looked. This analysis does.

C3 Metrics is built on 12 years of cross-platform attribution measurement — $100+ million media budgets, multiple channels, major national advertisers. This engagement applies that same infrastructure in its most focused form, at an accessible price. The pattern holds consistently: a measurable gap, a practical path to close it. Sometimes confirming standard thinking, often revealing the opposite. If the framework holds at that scale, it holds everywhere.

SEARCH OPTIMIZATION | **AI TEST LAYER — FUNDED BY STEPS 01–02**

01
Find

Cost-per-conversion gap across primary platforms — branded and non-branded.

**The gap —
or its absence**

02
Optimize

Reallocation scenarios grounded in market reality, not theoretical maximums.

**Written analysis
+ scenarios**

03
Fund

Efficiency gain becomes the approved budget for an independent AI test — Smart Bidding, Performance Max, or similar. No new spend.

**Budget defined
by the data**

04
Verify

Pre/post measurement, independent of platform reporting. Pressure-tests AI programs already underway.

**Independently
measured**

WHAT THIS FINDS

- The cost-per-conversion gap — or confirmation there isn't one.
- Practical reallocation scenarios, grounded in market reality, not theoretical maximums.
- A defined budget and structure for an independent AI test — or a framework to pressure-test AI programs already underway.

Validated across multiple independently analyzed advertisers in financial services, automotive, healthcare, and food service: 6%–23% more conversions within search at the same spend. On $1 million in annual search budget, that is $60,000–$230,000 recovered.

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 the data requirements and help locate them. No platform access required.

WHAT YOU RECEIVE

- Documented, near-term efficiency opportunity — cross-platform analysis, quantified gap, and three reallocation scenarios.
- AI test blueprint: approved budget, test structure, and independent measurement framework.
- Delivered with a findings walkthrough call. Formatted for leadership review — one-time snapshot, repeatable as your mix evolves.

Combining and normalizing cross-platform data through a proprietary framework requires more than two report downloads. Analysis uses platform-reported figures; verified attribution yields more precise results.

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 — no interest in which platform wins. This is a new analytical lens, not a verdict on existing work. Findings are the client's exclusive property, never shared or benchmarked. Engagement begins with a one-page agreement. Full methodology and track record at **c3metrics.com**.