

# Cross Media Optimisation (XMO)



## Increase Your Leads

Get instant access to lead details, call recordings, and more, so you can manage leads effortlessly and follow up quickly.

➔ **29%**

Search and Smart Social running together drop the cost-per-lead (CPL) by an average of 29%.

## Drive Measurable Results

Our marketing automation and team communication tools will help you stay top of mind with leads and customers, so you can earn more sales.

➔ **63%**

63% of campaigns saw CPL reduction month over month for the first 2 months on average.

## Client Centre by LocaliQ

Easy-to-use reporting for your unified campaign.

- Transparent Analytics
- Simple Lead Management
- Automated Optimisation

➔ **2 of 3**

2 out of 3 of XMO campaigns have a lower CPL than standalone search and social campaigns.

By combining complex machine learning algorithms with decades of digital experience, XMO can help you maximise the effectiveness of your online marketing campaigns, continuously calibrating your cross-platform spend targets to drive measurable business impact.

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*XMO by LocaliQ reads the trends, anticipates the hurdles, and optimises the projected daily spend target for each of your ad campaigns—so you don't have to.*