

Entry: Restaurant.com



Challenge

Identified the following as the most pressing interests for elevating our digital marketing strategy: As RDC has an intensive promotional schedule we were looking to find a solution for the strategic automation of routine tasks that allowed time savings across ad scheduling, budget control, bid optimizations, specific optimizations for promotional days across four separate profiles.

Solution

- Implemented KPO to automate bidding
- Utilised Halogen Forsee to control monthly budgets
- Utilised Halogen Inform to automate/boost promo day bid optimizations in conjunction with the KPO and Forsee
- Utilised scheduled actions to pause/approve ads for promo days

Results

- Increased staff productivity by 25-49% allowing for more time to be spent on other areas of optimization and strategy.
- Controlled monthly budgets to within a few hundred dollars, while still allowing for a lift in spend on promotional days
- Exceeded monthly revenue goals by +10-15%