

Entry: Virket

Challenge

We needed a scalable platform solution to grow our business, improve results and reduce costs. That platform had to be able to manage thousands of clients in an easily and confident way. When we started looking for solutions we identify 4 main challenges for the platforms we were evaluating. The selected platform should allow us to:

- 1) Reduce production & optimization times.
- 2) Manage and budget control to accomplish specific goals.
- 3) Manage a large volume of accounts with less resources.
- 4) Automate of processes, reports and adjustments.

Solution

- 1) Reducing time- Advanced Search – We have +150K active KWs, just imagine trying to detect KWs without clicks to stop them, without this feature it's just impossible. Templates – We've created pre established groups of KWs that we used in our campaigns, now that we started using templates, we save over 15 minutes (-30%) in each campaign creation.
- 2) Manage & Budget Control- Budget Reallocation – By managing and distributing budget daily during a specific period of time, this tool allows our campaigns to achieve better results using the same money. Objectives – Using this feature we could define an specific objective according to our campaign goals (clicks, cost or conversions) and establish parameters during a certain period of activity. Auto Pause/Restart profile activity – We can be sure that our campaigns are gonna do exactly as we want when we want, this saves us tons of time and prevent a lot of errors.
- 3) Manage accounts- Dimensions & Categories – Group campaigns under similar parameters to perform specific actions to each group. This feature allows our teams easily manage and optimize thousands of accounts. Objective Progress Indicator – Set specific indicators to follow progress of campaigns performance in a very easy and helpful way allows us to keep an eye on every account.
- 4) Automate- Bid Policies – Automatic adjustment of bid according to specific goals keeps giving excellent results for our customers and saves us a lot of optimization efforts. Scheduled action – With the huge amount of accounts that we have this feature is priceless, just scheduled an action anytime and it's done. Automatic rules – We don't need anymore to keep looking all day long our campaigns in order to execute some tasks at certain moment, now we just use this tool and that's it.



Results

- Decrease production time in 30%
- Increase CTR to 138%
- More than 7,800 managed clients
- Increase the number of clients in 1,312%

