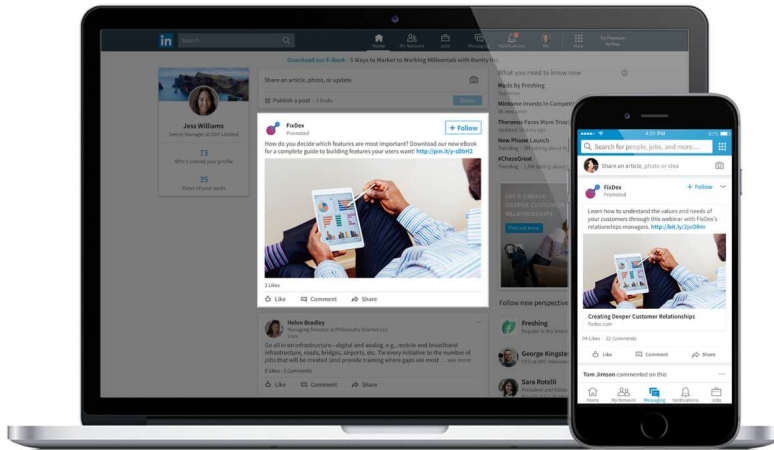# B2Linked Reduces Time Spent Budgeting by 70%

Shape's automated pacing and alerting help the B2Linked team focus more time on high-value account optimizations

Industry: Marketing & Advertising
Headquarters:
    Lehi, Utah
Size: 6

Company Bio

B2Linked provides account management and consultation on LinkedIn Advertising. They manage some of the largest and most sophisticated accounts in the world including three of LinkedIn's top ten customers. The team has managed over $100M+ on behalf of their clients and B2Linked is a Certified LinkedIn Marketing Partner.

Overview

B2Linked is an award-winning agency focused primarily on managing LinkedIn Advertising campaigns for business-to-business clients. Approximately half of B2Linked clients utilize strict digital advertising budgets, while the other half have variable, return-based spends.

Prior to Shape, B2Linked utilized a Google Docs plugin to populate spreadsheets with their clients' campaign metrics and spend. Monitoring spend this way proved problematic though. Google Docs often had frequent errors and out-of-date data. The team spent 20+ hours each month analyzing data and projecting end-of-month costs.

B2Linked needed a solution to help automate spend reporting and alerting so they could focus on account optimization and major projects.

"Getting automatic updates when we spend X% of the budget makes it super easy. Before I had to watch and try to calculate [spend]. Now I just get an email in my inbox. It saves me 70% of my time."

Cody Howell
B2Linked, Digital Marketing Manager

The Solution

For agencies such as B2Linked, scaling business efficiently can be difficult and expensive. Few companies build software to help agencies manage LinkedIn Ads due to the ad platform's limited United States market share (less than five percent). In order to grow business, the team must often decide between spending time building tooling or investing in additional workforce instead. "We're stuck doing things manually that shouldn't have to be done manually," says Digital Marketing Manager Cody Howell.

Since joining Shape in October 2017, B2Linked has greatly reduced the time they spend monitoring clients' budgets and projecting end-of-month spend. Now, at the start of each budget cycle, Howell updates client budget targets and sets automated email alerts in Shape. He uses email alerts (which notify him when campaigns reach certain spend thresholds) to monitor budget pacing throughout the month.

If a client has spent 50% of their budget in the first seven days of the month (for example), Howell will receive an email alert, inform his client, and take action. Or, if a client hasn't hit a target percentage of spend midway through the month, he uses Shape to analyze why the account is underspending. Howell appreciates the automatic alerts and that he doesn't need to be in the platform every day. "Automation is a big deal," he says. "I really like the emails because I get updated before I even have to initiate it."

Shape's pacing algorithms also help the B2Linked team be more efficient. Rather than spending time pulling reports, projecting end-of-month client spend, and adjusting daily budgets, B2Linked uses Shape's pacing graphs to ensure spend is on track and adjust if needed. Shape's pacing tools save the team half an hour a day which frees Howell and one of their part-time employee to focus on more high-value client projects.

> "It's freed up one of our part-time people. It's allowed her to move to different spaces within the company where she can help us out on bigger projects."
>
> Cody Howell

Results

Since implementing Shape, B2Linked has reduced the time they spend on PPC budget management by more than 70% (or 13 to 15 hours per month). With only six employees, that time savings is significant. The B2Linked team can focus more time on customer relationship management, account optimization, and strategic initiatives with the time they've saved. B2Linked now manages an average $1,000,000 in monthly spend through Shape across 3000 campaigns.

$1 Million
Average monthly spend managed

70%
Time saved per month on budgeting

3000
LinkedIn Advertising campaigns managed

shape

Shape.io

Shape Integrated Software is a PPC budget management software designed to help digital marketing agencies control their advertising spend.

Shape eliminates the headaches and wasted time associated with manual PPC budgeting. Pause campaigns automatically when they near their target budget with AutoPilot. Keep spend on track with custom pacing suggestions using Budget Pacer. And, make data-backed budget recommendations with Budget Booster. Shape integrates with Google Ads, Youtube Ads, Bing Ads, LinkedIn Ads, Twitter Ads, Facebook Ads, Instagram Ads, and Display and Video 360 (fka Doubleclick).