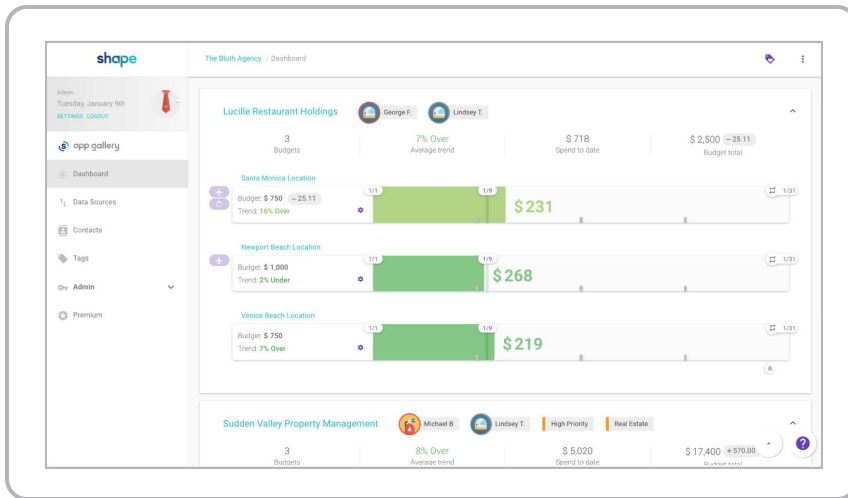# G5 Eliminates 40% of Time Spent Budgeting

Shape helps G5's Digital Advertising team focus on client optimization and growth instead of manual PPC budgeting

G5

Industry: Marketing & Advertising
Headquarters:
   Bend, Oregon
Size: 225

Company Bio:
As the leader in real estate marketing optimization, G5 is a predictive marketing SaaS company that uses AI and other emerging technologies to help marketers amplify their impact. Through its Intelligent Marketing Cloud, G5 delivers unrivaled performance and scalability through predictive analytics, hyper-personalized customer experiences, and continuous spend optimization.

Seth Brent
Manager of Digital Strategy

Chris Speas
Digital Advertising Lead

Overview

G5 manages digital advertising campaigns for hundreds of clients in the multifamily, self storage, and senior living verticals. Each client has anywhere from one to 100+ locations each with their own digital advertising budgets.

Before Shape, G5 manually tracked client spend and performance metrics in spreadsheets which was a time-consuming practice that could easily lead to errors and costly overspend. Shape helped G5 simplify and automate their pay-per-click budgeting process, allowing them to focus their time on optimizing client performance, testing new ad strategies, and growing spend.

"Shape is a great way to get the maximum performance from the budget you've been allotted."

Chris Speas
G5, Digital Advertising Lead

The Solution

G5 uses Shape to track spend and performance metrics for more than 4800 budgets by combining Google Ads, Bing Ads, and Facebook Ads data in one platform. Rather than spending time pulling reports, the Digital Advertising team logs into Shape where their metrics are refreshed automatically. Campaigns are sorted into budgets with color-coded spend bars that allow the team to quickly visualize how spend is pacing. The team can optimize campaigns that need the most attention first and push changes to daily budgets and keyword bids directly from Shape.

G5's clients have fixed advertising budgets so the team relies on features such as AutoPilot and BudgetPacer. AutoPilot reduces costly client overspends by automatically pausing campaigns when the target budget is hit. "With our business, our clients' campaigns can hit their budget limit during odd hours like weekends and late nights. Being able to automatically pause campaigns when the budget is exhausted is an incredibly valuable safety net for our team," says Manager of Digital Strategy Seth Brent.

G5's clients depend on daily adjustments to their advertising spend to optimize lead flow. When specific campaigns aren't meeting their target spend, Budget Pacer can quickly provide a customized daily budget suggestion to course-correct.

Next up? The G5 team is using the algorithm behind Shape's powerful Budget Booster to generate budget recommendations for their clients. Budget Booster identifies missed spend opportunities at the client, budget, or campaign level. G5's team can now make data-backed recommendations in minutes versus hours.

> **"The at-a-glance look at trending and pacing allows our analysts to spend more time on optimization and performance reporting."**
>
> Seth Brent
> G5, Manager of Digital Strategy

Results

Since implementing Shape, G5 has reduced the time they spend on PPC budget management by more than 40%. They've reinvested that time in driving client performance through high-value optimizations and testing new advertising strategies. With Shape as a piece of their advertising technology stack, G5's Digital Advertising team was able to drive an additional $200,000 in ad spend in Q4 2017 over Q3. G5 now manages $20 million in annual digital advertising spend.

$1.8 Million
Monthly spend managed on Shape

40%
Reduction in time spent budgeting

$200,000
Quarterly growth in advertising spend

shape

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).

Shape.io