Mad Fish Digital Automates 400 PPC Budgeting Hours

Shape's all-in-one tracking dashboard helps Mad Fish Digital spend more time implementing advanced digital strategies and optimizing ad campaigns

The Problem

Mad Fish Digital currently manages digital advertising campaigns for 20+ clients in the United States and internationally. The team manages cross-channel advertising initiatives across Twitter, Google, Bing, Facebook, and LinkedIn on behalf of their clients. Their clients typically have fixed advertising budgets or run two to three-month campaign sprints with more fluid budgets.

Before Shape, Mad Fish Digital utilized Google Apps Scripts and Google Sheets to track client spend. Not only was this time consuming and cost-prohibitive, but this method did not allow their team to import data from platforms such as Twitter, Facebook, and LinkedIn. The team wanted to find a solution that significantly reduced the time they spent on manual PPC budgeting tasks.

Shape helped Mad Fish Digital simplify and automate their digital advertising budgeting process across multiple platforms, allowing them to focus more time on driving exceptional client results.

Mad Fish Digital
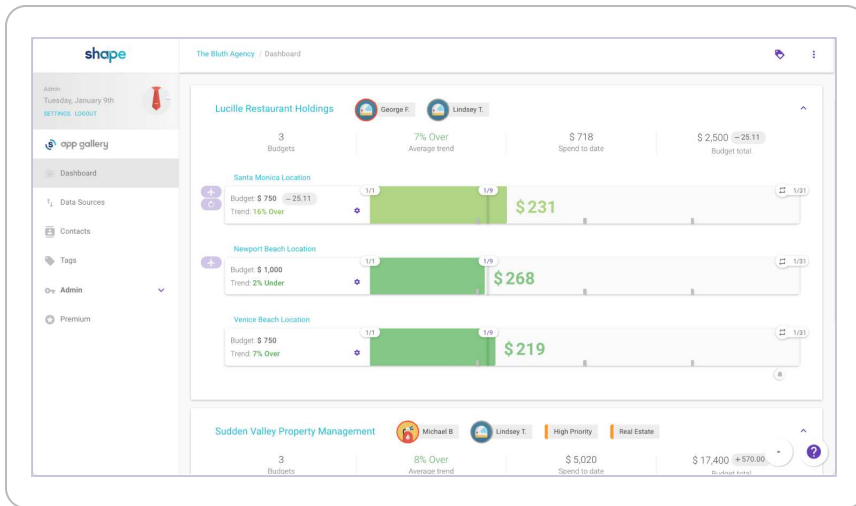
Industry: Digital Marketing Agency
Headquarters:
    Portland, Oregon
Size: 16

Company Bio
Mad Fish Digital is a digital marketing agency that offers paid media management, technical SEO, content marketing, design, and digital strategies. Mad Fish Digital uses a research-first approach to help their clients grow. As part of their digital advertising offerings, Mad Fish Digital manages paid search, paid social, and display campaigns across Twitter, Google, Bing, Facebook, Instagram, and LinkedIn.

Brian Penner
Team Lead

"It's a no-brainer. By migrating to Shape, we've added hours back each month that we use to develop stronger strategies. We pour that time back into our clients' accounts."

Brian Penner
Mad Fish Digital, Team Lead

The Solution

Mad Fish Digital, an award-winning digital marketing agency, provides innovative digital marketing solutions to its clients. With a team of 16, Mad Fish Digital services clients across an array of industries.

At the start of 2018, the team set an ambitious goal: use automation and technology to reclaim 1000 hours over the course of a year. After recognizing that they were spending too much time on repetitive, automatable PPC budget management tasks (pulling spend reports across different platforms, changing daily budgets, and pausing/enabling campaigns), the team turned to Shape.

Spend and performance metrics from multiple advertising platforms and client accounts are updated hourly and displayed in an intuitive, scannable dashboard. The Mad Fish Digital team creates different "Budgets" to track each of their clients' campaign initiatives with varied budget caps and cycle lengths. This allows them to monitor clients with ongoing, monthly budgets and multi-month campaign sprints in the same platform.

When the Mad Fish Digital team landed a well-known web server client in early 2018, they quickly launched a multi-platform, multi-national lead generation campaign. Along with other platforms, the Mad Fish Digital team implemented Twitter Ads campaigns on behalf of their client. In total, Twitter Ads campaigns represented 28% of the client's advertising budget for a two-month sprint.

Rather than spending time pulling spend reports across multiple channels for this client, Mad Fish Digital simply logged in to Shape. Using three different "Budgets", they were able to monitor and compare spend across multiple platforms and geographic locations in one place. Color-coded spend bars allowed the team to quickly visualize how budgets were pacing toward their targets. Similarly, the team could use more advanced breakdowns to compare performance metrics from each platform and adjust the amount of daily budget allocated to each. Mad Fish Digital was also able to utilize the platform to view if budgets were on track to hit their target spends by the end of the budget cycle. If not, the team could raise or lower campaign daily budgets directly in Shape.

> "It gives us peace of mind. To know that budgets are not going to be an issue is really reassuring for our whole team."
>
> Brian Penner

Results

Since implementing Shape, Mad Fish Digital has reduced the time they spend on PPC budget management by approximately 36 hours per month (or 40% toward their 1000 hour goal). With Shape as a piece of their advertising technology stack, Mad Fish Digital can track and manage Twitter advertising spend and performance as part of their clients' overall marketing budgets with ease.

"It gives us the opportunity to invest time in areas where we feel we're making a bigger impact," says Penner. "We can do more as account managers that give us more gratification accomplishing compared to just shifting budgets."

28%	36	400
Percentage of ad budget spent on Twitter	Hours/month spent budgeting eliminated	Total hours saved in 2018 using Shape

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).