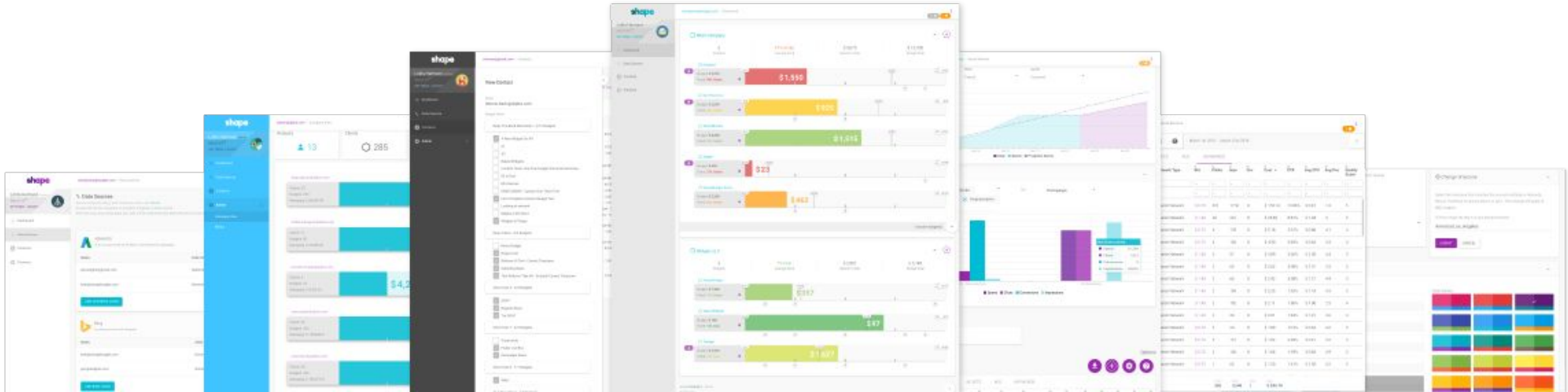




# PPC Budget Management Software

*We provide agencies with powerful tools to take control of PPC spend*



# THE PROBLEM

**Digital ad spend will grow to \$330 Billion by 2021**

*But digital marketers are struggling to scale their organizations fast enough to manage all that spend*



Manual Workflows

Unique Client Needs

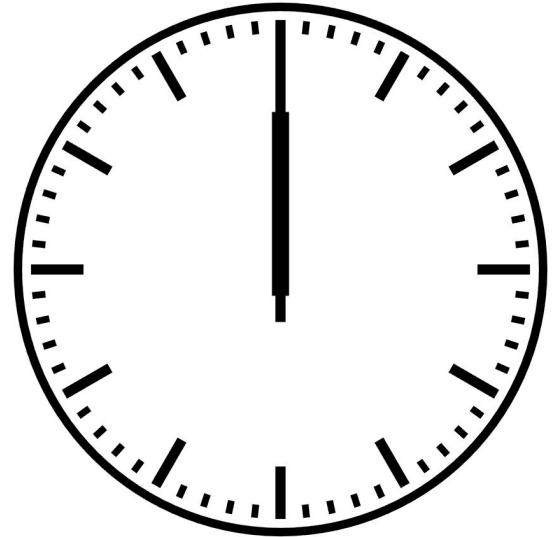
Finite Time & Technical  
Resources

Frustrated, Overworked  
Marketers

# THE PROBLEM

We spend too much time:

- Tweaking daily budgets to hit spend targets
- Allocating spend across multiple ad platforms
- Updating performance reports
- Monitoring campaigns vs. optimizing
- "Guesstimating" budget recommendations



# THE NEED

Digital Advertisers Need Software Solutions That Help Them:

## Manage



- Millions in ad spend
- Unlimited clients
- Different client structures and goals

## Eliminate



- Manual, repetitive workflows
- Over/underspent client budgets
- Data entry errors
- Low-value adjustments

## Focus On



- Strategy & testing
- High-value optimizations
- Customer success
- ROI & revenue growth

# THE SOLUTION

PPC Budget Management Software

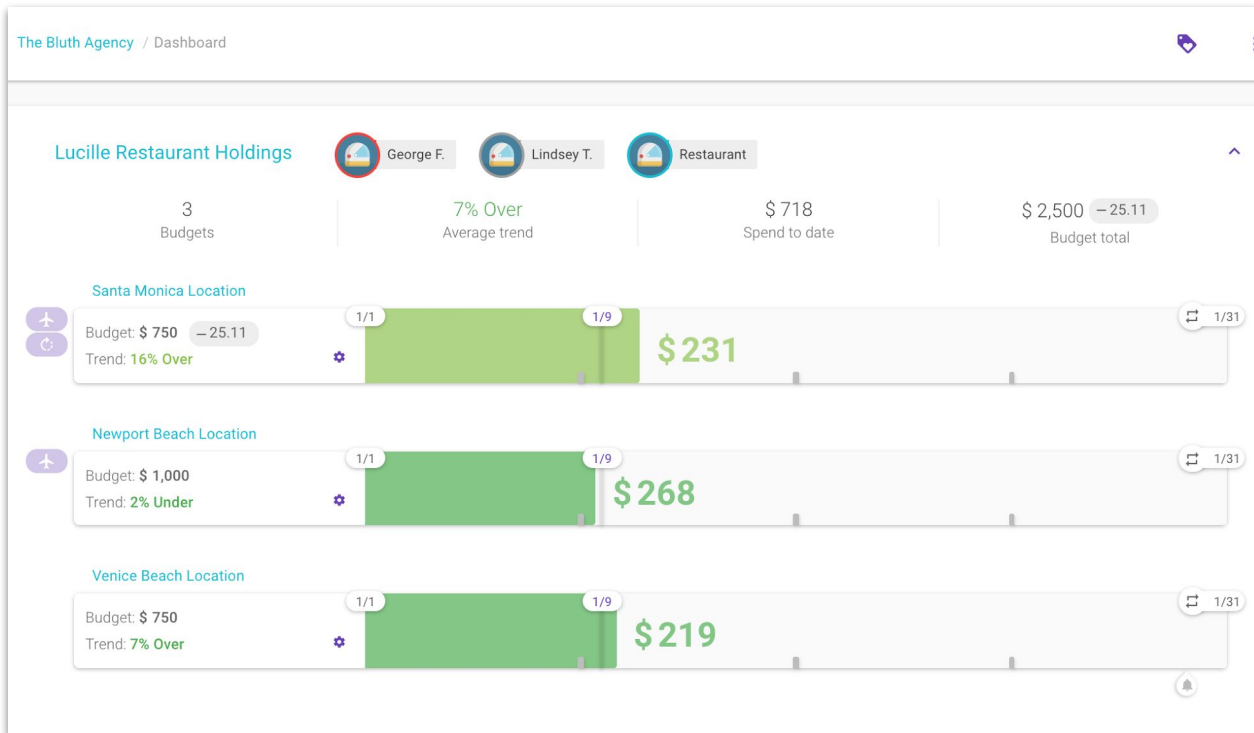


# SHAPE PLATFORM

Budget Management At Scale

Innovative Automation

Actionable Alerting & Reporting



Monitor **Google, Bing, Facebook, and LinkedIn** campaign spend together in "Budgets"

Quickly analyze how your **campaign spend compares to the total budget**

Review the performance of **hundreds of clients and campaigns** in minutes

# SHAPE PLATFORM

Budget Management At Scale

**Innovative Automation**

Actionable Alerting & Reporting



## AutoPilot

### Never Overspend

Campaigns automatically pause when they near their budget caps & activate at the start of the next cycle



## RollOver

### Track Rolling Spend

Adjusts budget targets by moving over/underspend from one cycle to the next



## SmartSync

### Import Campaigns Automatically

Detects and adds newly created campaigns to Shape budgets

# SHAPE PLATFORM

Budget Management At Scale

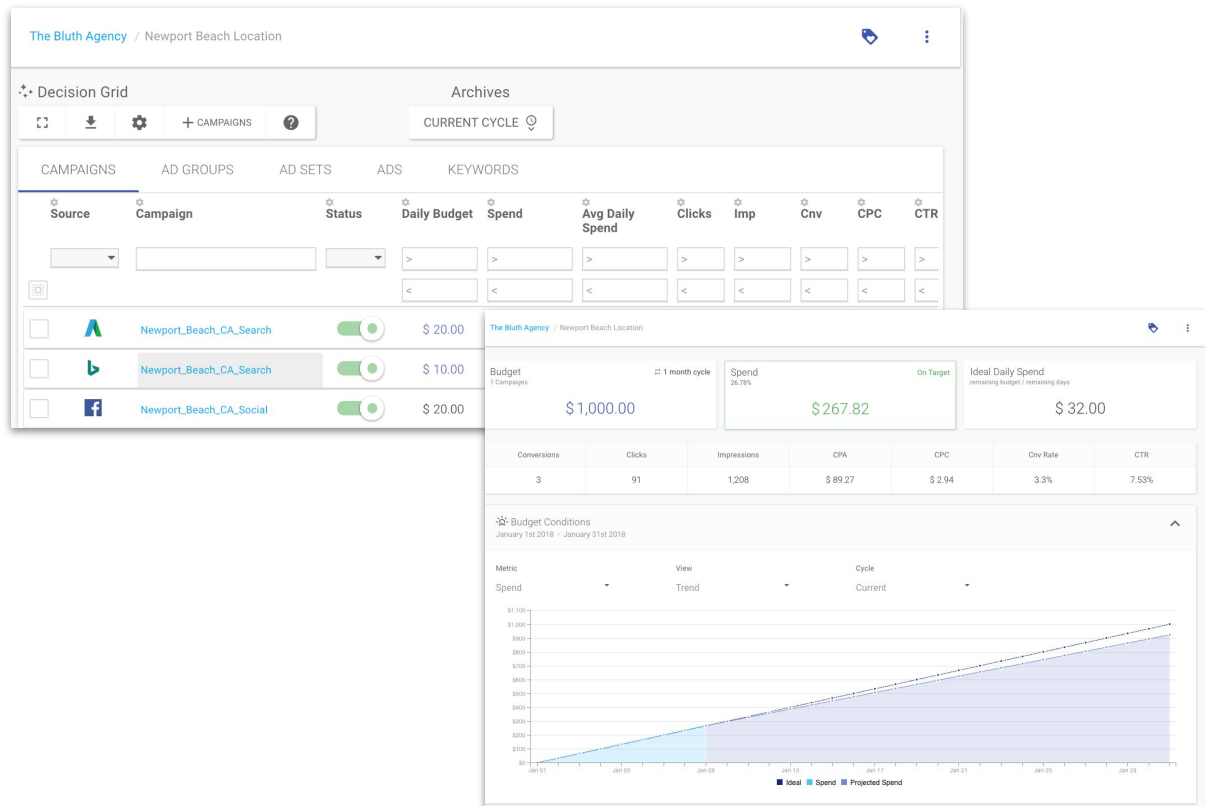
Innovative Automation

Actionable Alerting & Reporting

Push changes **to advertising platforms** directly from Shape

**Compare performance metrics** in interactive graphs and tables. Export data into CSV and Excel

Receive alerts when budgets have **reached spend targets**, **new campaigns are added**, or **campaigns are auto-paused/enabled**

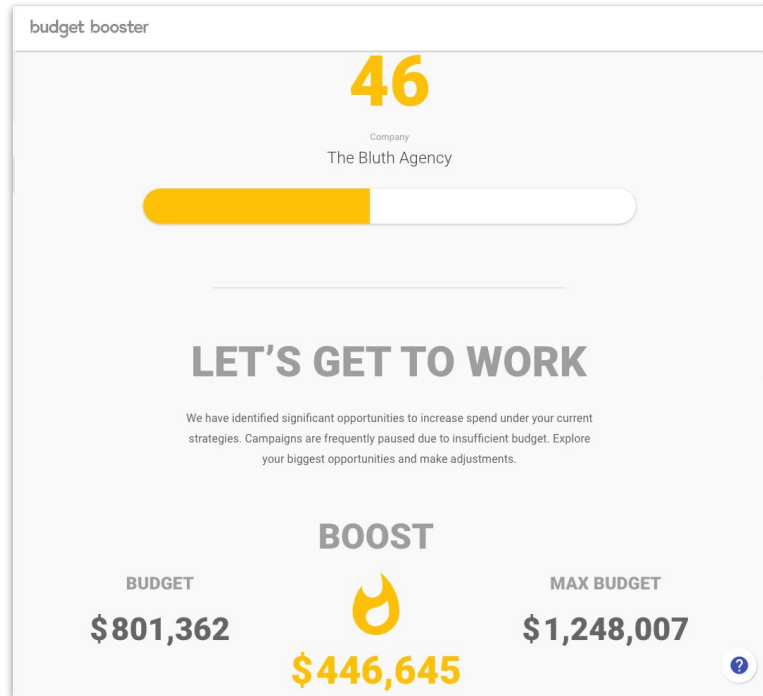




# Budget Booster

Brand New

## Take the Guesswork Out of Budget Recommendations



Identify lost spend opportunity **without changing your current strategy**

Generate **data-backed budget recommendations** your clients can trust

Adjust campaign spend and daily budgets **on the fly** in Shape

# Budget Pacer

Updated

## Hit Your Budget Targets On Time, Every Time

Pacer recommends daily budgets that help you **achieve target spend and performance goals**







Understand the impact of changing daily budgets **before you change them**

Review and implement budget changes from Shape with **one click**

	Spend	Conversions	Clicks	Impressions	CPA	CPC
Current	\$ 780.84	13	170	24,389	\$ 60.06	\$ 4.59
Current Pace	\$ 3,593.20 ( 81% Over )	159	2,153	241,326	\$ 22.60	\$ 1.67
Suggested 🕒 Pace	\$ 1,989.92 ( On Target )	149	1,636	119,491	\$ 13.36	\$ 1.22

### Submit Suggestions

Changes will be made directly to Campaign daily budgets or to Campaign status. Approve proposed changes below.

<input checked="" type="checkbox"/>		Newport_Beach_Location_Search	●	➔	
<input checked="" type="checkbox"/>		Newport_Beach_Location_Search	\$ 50.00	➔	\$ 80.46
<input checked="" type="checkbox"/>		Newport_Beach_Location_Display			no change
<input checked="" type="checkbox"/>		Newport_Beach_Location_Display			no change
<input checked="" type="checkbox"/>		Newport_Beach_Location_Search_Nationwide	\$ 10.00	➔	\$ 6.97
<input checked="" type="checkbox"/>		Newport_Beach_Location_Search_Nationwide			no change

# How Do Budget Solutions Compare?

## Spreadsheets

## Scripts

## Software

## shape

- + Cross-platform
- + Low cost/free
- + Customizable
- + Advanced filters

- + Automate changes
- + Schedulable
- + Email alerting
- + Free to run scripts

- + Multi-platform
- + Reporting & automation\*
- + Addtl. tools & features
- + 2-way changes\*

- + Multi-platform
- + Reporting & automation
- + 2-way changes
- + Customizable
- + Automated alerting
- + Cost effective
- + Easy onboarding
- + Stellar support
- + Data-backed budget recommendations
- + Budget pacing

- Manual data entry
- Reporting only
- Limited automation
- Error prone
- No alerting
- No support

- AdWords only
- Requires coding skills
- High-cost for custom
- No support

- Expensive
- Lengthy onboarding
- Difficult to customize
- Inconsistent support

\*Varies by platform

- No bid management

# CUSTOMER SUCCESS

***“Shape alerted me about 2 clients through email and I was able to go in and prevent a budget overage. I’m hooked.”***

Kirk Williams, Zato

***“We easily have 25% more time to focus on optimizing accounts because of Shape. We no longer worry about under or over-spending. Highly Recommend.”***

Garrett Mehrguth, Directive Consulting

***“Shape has become an invaluable tool in my daily workflow of managing over 150 client budgets.”***

Tony Greigo, G5

***“Definitely changed our ‘PPC’ life, doing what no other tool is able to do.”***

Benjamin Bonnet, Reprise Media

# PRICING

## One Client Free

No credit card. No spend limits.

Premium Pricing Starts at \$299/month

Discounts available when you sign a six- or twelve-month contract

# About Us



Headquartered in Bend, Oregon since 2015



- **PPC budget management software**  
designed to help digital marketers automate manual budgeting workflows
- **Our Mission:** Provide agencies with powerful tools to control PPC spend so marketers have more time to focus on high-impact optimizations.
- Integrated with Google AdWords, Bing AdCenter, Facebook Ads, and LinkedIn Ads
- A team of developers, designers, and former PPC marketers
- Find us at [Shape.io](https://Shape.io)

# OUR TEAM

*As former PPC marketers and engineers, we've experienced our customers' problems first hand and want to eliminate them for good.*



**Jon Davis**

*Co-Founder, CEO*

8 years of digital advertising industry experience as a consultant, analyst, and dept. manager.



**David Teofilovic**

*Co-Founder, Senior Developer*

Full stack developer working on architecting backend infrastructure and data management.



**Tyler Juhola**

*Co-Founder, VP of Business Development*

7 years of digital advertising industry experience in sales and client services.



**Nicole Mears**

*VP of Marketing & Communications*

Former analyst, dept. manager, and product manager with 8 years of PPC experience.



**Chris Vlessis**

*Co-Founder, CTO*

Full stack developer with experience building large scale systems.



**Nicole Mintiens**

*Optimization & Growth Lead*

Spent the last decade gaining SaaS, agency, advertising, analytics, PPC, CRO, and social media expertise.



**Dominic Albano**

*Co-Founder, VP of Engineering*

Full stack developer and designer with a background developing marketing platforms.

# THANK YOU



Please contact us with questions, inquiries, or to schedule a demo.

<https://shape.io>



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[sales@shape.io](mailto:sales@shape.io)



[ShapeIntegratedSoftware](https://www.facebook.com/ShapeIntegratedSoftware)

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