Exterminating inefficiencies, increasing ROI:

ymarketing boosts performance for Clark Pest Control, saving 20–30 hours per week with automation and offline conversion integration

Based in Costa Mesa, California, ymarketing is a full-service digital agency, focused on growing businesses by creating solutions for their advertising challenges. Since its start in 2002, the fast-growing agency has built a client base of companies in industries such as automotive, retail, financial services, healthcare and insurance. To help maintain its momentum, ymarketing adopted the DoubleClick™ Search offline conversion platform to integrate call data into search reporting, and combined it with real-time bid optimization—bridging "online" and "offline" to fuel their search campaigns with more powerful insights than ever before.

Among the multichannel campaigns that ymarketing creates and manages, search has always been a core focus. The agency believes that search is one of its most efficient channels for driving scalable, ROI-measured results. The ymarketing team has been working with DoubleClick Search to easily manage their clients' search campaigns, optimize bids and budgets, and make changes quickly and easily.

The ability to report and optimize based on the offline impact of paid search is important for ymarketing, as many of the agency's clients collect leads and make sales through offline channels such as phone calls. In the past, however, data integration and optimization was a challenge: the agency had to import call data from its call tracking partner into a spreadsheet, perform a number of lengthy calculations and then plug that information back into their standard reporting to get the full picture. "The process was very manual," says Steven Hellbusch, Performance Media Supervisor at ymarketing. "Even with the most sophisticated spreadsheet formulas, it would take hours out of our day to reconcile reporting—then even longer to act on it."

Tired of the cumbersome process, ymarketing worked with their DoubleClick Search team to find a way to efficiently report and optimize call data.

ymarketing

ymarketing.com

- Founded in 2002, ymarketing is a full-service digital agency based out of Costa Mesa, CA.

Goal
- Improve client performance
- Integrate external data sources into DoubleClick Search
- Optimize from external call data

Approach
- Implement Conversions API to upload offline call data

Results
- Actions increased 173%
- Cost per acquisition decreased 20%
- Conversion rate doubled from 16% to 32%
- Spend increased 119%
- Saved 20–30 hours a week on import and analysis of call tracking data

Combining external conversions with real-time bid optimization

The ymarketing team adopted the DoubleClick Search Conversions API—a flexible offline conversion platform that enables them to automatically upload, report and optimize call tracking data (as well as other types of offline conversions) in real time. DoubleClick Search partners with many of the major call tracking service providers to provide turnkey integrations with their solutions.

"For us," says Ryan Lash, Founder of ymarketing, "DoubleClick Search is an integrated source of truth. The product has reached a pivotal point in its ability to warehouse disparate data sources. Now we can go to one central location to make actionable decisions about how we can improve our clients' campaign performance."

The ability to automatically upload offline conversions has been a huge win for the agency. In one instance, the agency worked with Clark Pest Control, which recently moved to DoubleClick Search from a different search marketing platform to take advantage of call tracking integration. Clark Pest Control's prospective customers would often schedule their first appointments by phone. Today, DoubleClick Search integrates with the agency's call tracking partner, Mongoose—one of many call-tracking service providers working with DoubleClick—ensuring that Clark Pest Control's reporting reflects the most up-to-date call information.

In addition to reporting, DoubleClick Search supports bid optimization for offline conversions, using near-real-time conversions and intraday bidding to drive performance results. With access to more insights than ever before, ymarketing implemented bid strategies and found significant ROI improvements, while increasing call volume.

Performance, workflow improvements with smart data integrations

A month after implementing a CPA-based bid strategy, ymarketing saw conversions from Clark Pest Control increase by 173%, while cost per action decreased by 20% and the conversion rate doubled from 16% to 32%.

Hellbusch says, "With the Conversions API, we have the ability to attribute calls to the specific keyword by search engine in almost real time. The ability to then optimize from both online and offline conversions has allowed us to better meet our clients' goals. With all of our data in one place, we have a more accurate picture of what's happening from a user experience, and more important, we have the ability to unearth new opportunities for our clients."

Data integration hasn't just provided great results for ymarketing's clients—it's also saved the agency a few days of work out of the week. "In the past," Hellbusch says, "It used to take us hours to integrate our various data sources together, and then it would take another couple of hours to act on them. Now this work is all being done for us automatically within DoubleClick Search. I'd estimate we save an average of 20 to 30 hours a week."

Hellbusch continues, "The 'holy grail' of digital advertising is to tie everything together in real time. With DoubleClick moving in that direction, we know we have the data at every level we need, so we can make the best decisions for our clients."

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About DoubleClick Search

DoubleClick Search is a search management platform that helps agencies and marketers efficiently manage some of the largest search marketing campaigns in the world, across multiple engines and media channels. Streamlined workflow and powerful reporting features enables buyers to efficiently run campaigns, while strategic bid optimization improves campaign performance. Native integration with the DoubleClick platform allows buyers to manage and track digital campaigns across a single platform, enabling rich, cross-channel buying, reporting and attribution.

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