

# HOW 3GENGAGEMENT WAS ABLE TO SCALE AND MINIMIZE LABOR NEEDED TO GROW WITH BBM

## ABOUT 3GENGAGEMENT

3Engagement is a growing automotive dealer in the US, and uses unique and innovative strategies to help dealers understand how to better engage customers through Demand Generation, Website Optimization, Lead Handling and Social Media. .

## 3GENGAGEMENT DIGITAL MARKETING

As an advertising agency in the auto industry, 3Engagement needed a platform that offered cross-platform ad management, campaign optimization, and simple, effective automated reporting.

Above all, the growing auto agency needed support as their business continued to scale and take on more clients.

### WHY CHOOSE ACQUISIO?

"When we were with our previous vendor, we didn't manage as much ad spend, so we were using a platform that didn't offer us any bells, whistles or support," explained Chris Hanson, founder and CEO of 3Engagement. "As we started growing we realized it wasn't helping."

After speaking to their account rep about getting more support, and satisfying their emerging needs and growth, the representative explained that it was necessary to pay to upgrade to a more complex package.

"I started looking at other companies," Hanson said.

The features offered by Acquisio, combined with the cost and the communication throughout the buying process is what convinced 3Engagement to change cross-channel ad platform providers.

"We went to Acquisio because it could do a lot more than what we were used to, with a lot more features, and it had a much greater level of support," said Chris Hanson.

### DYNAMIC CAMPAIGNS

Another key selling point for 3Engagement was the fact that Acquisio offered "Dynamic Campaigns," an inventory-based engine to create dynamic PPC ads.

With thousands of cars being bought and sold as well as ad campaigns constantly starting and stopping according to the changing inventory, Dynamic Campaigns was vital to the success of 3Engagement.

One of the advantages that very large auto agencies had was the technology to run dynamic inventory campaigns. This was a strategy that 3Engagement couldn't compete with until they started using Acquisio.

Once set up, 3Engagement was able to create or update ads for each vehicle grouping (Make/Model/Year)

to drive traffic to pages with filtered results. By linking to each automotive dealer's inventory feed, advertising was automatically paused for out-of-stock vehicles and activated for new stock, making life easier for the 3GE team.

"Acquisio allowed us to compete and gave us a competitive edge early on so we could run the same caliber campaigns as other major auto agencies," explained Chris Hanson.

### HOW ACQUISIO SUPPORTS COMPANY GROWTH

3Engagement went from a company of two, Hanson and his wife, to an office with 26 employees.

"We've doubled our business every single year," stated Hanson.

Acquisio's bid optimization takes care of all the repetitive and mechanical tasks that can and should be automated, and makes it so the talented team at 3Engagement can concentrate on other, more creative and critical matters relating to campaign management.

"Acquisio has helped us scale and minimize the labor needed to grow," said Hanson.

# Once Bid Optimization started ramping up, clicks increased by an average 200% and CPC decreased by an average 70!

## BID AND BUDGET MANAGEMENT

Acquisio’s bid and budget management solution works to maximize clicks and conversions while reducing cost and optimizing the PPC budget, and it’s just what a growing company like 3GEngagement needed.

Hanson and his team at 3GEngagement tested out the bid optimization solution with five to ten accounts, to see what kind of results it would produce.

“We saw cost per click go down and clicks go up,” noted Hanson after bid optimization was implemented. “When we saw the improved performance we decided to put all our accounts on the optimization solution.”

The auto agency was able to see such success because the algorithms utilize a system that updates every 30 minutes to account for any changes that are happening in the PPC auction throughout the day, and the system makes multiple decisions every second to allow campaign managers to spend their budgets effectively and with more overall control.

## RESULTS USING BID OPTIMIZATION

Over the course of a few weeks, the initial accounts using bid optimization started producing better results. After a month you could see a clear pattern of improved clicks with lower cost per click, creating a picture perfect “x graph.”

A popular luxury car dealer, managed by 3GEngagement, began running with bid optimization by mid-June of 2013.

Once bid optimization started ramping up, clicks increased by an average 200% and CPC decreased by an average of 70%!

