ACQUISIO

ADD3 RELIES ON ACQUISIO TO SAVE MORE THAN 50% OF TIME SPENT REPORTING!

ABOUT ADD3
With offices in Seattle and Portland, Add3 is one of the largest digital marketing agencies in the Pacific Northwest, and has made the Inc. 5000 and Inc. 500 lists, serving a broad range of clients nationwide, from Global 500 organizations to earlier-stage technology companies.

+3 Add3

GETTING STARTED WITH ACQUISIO

When you start using Acquisio's automated reporting, it's hard to imagine using anything else. That's why, when Acquisio users, Amplify Interactive, a marketing agency specializing in SEM, SEO, social media advertising, and display advertising, was acquired by Add3, another digital marketing agency with similar specialities, the loyal users from Amplify recommended the rest of the team at Add3 start using Acquisio as well.

"We tried to get everyone to use Acquisio," say Ben Lloyd, Principal at Add3 and founder of the former Amplify Interactive.

So while technically the Acquisio-Add3 relationship started in late 2013, half the team at Add3 has been using the Acquisio platform for more than four years.

WHY CHOOSE ACQUISIO?

Lloyd remembers first choosing Acquisio as their PPC Management Software back in early 2011, "My team got to the point where we were spending an awful lot of time on reporting each month." When investigating reporting and management tool options, "It came down to supporting

our overall process," says the Principal of Add3.

"We were spending hours on reports," adds Ryan Campbell, Account Director at Add3.

"It took easily 5 hours or more to build out our monthly reports, which were a combination of Excel and PowerPoint and Word. It was inconsistent and time intensive," says Campbell.

"With Acquisio, reporting takes less than two hours a month, so Acquisio saves us more than half the time it used to take," says Campbell.

STILL THE BEST REPORTING TOOL

Acquisio has long claimed to be the best tool for building and automating PPC reports, ideal for agencies with countless client reports to manage.

After years as an industry leading reporting solution, Acquisio remains unparalleled.

"When people ask me what we use for reporting, I have glowing things to say about how much time is saved. We've even had clients comment about how great their reports are, and this demonstrates the level of professionalism Acquisio reporting tools bring to our

business," explains Ryan Campbell.

"We've actually won business because of our reports!"

ACQUISIO RELATIONSHIP

"From a relationship standpoint, we've had a lot of interaction with Acquisio, especially early on," adds Ben Lloyd. "Over the years, in terms of responsiveness and willingness to help, we've been able to lean on the Acquisio team quite a bit for any issues with the platform, set up questions, key reports and so on."

As a long-time client, Acquisio prioritizes the relationship with Add3 and is happy to support and assist whenever possible.

Why Stay With Acquisio?

While the advanced team at Add3 value the ability to manage bids and budgets in-house, Acquisio is still inherently important to the business.

"Reporting capability is a life saver. The presentation mode is a life saver. Being able to go through and change dates on reports, to make them quarterly reviews instead of traditional monthly reports is really valuable," says the Principal at Add3.

The flexibility of reporting is also valuable for Add3.

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 We stick with Acquisio because its reporting helps us focus on strategy and analysis rather than spending all our time working on reports for the work we already did." - Ben Lloyd, Principal at Add3

"If a client is more technical, we can get down into the nitty gritty, but we can also create more high level things and make it clean and presentable for clients that want something more basic," says Ben Llyod.

It's also a huge help from a management perspective to have support for multiple publishers. Even just featuring AdWords and Google Analytics in the same dashboard is beneficial explained Ryan Campbell.

The team also enjoys using Acquisio for analysis with the platform's Key Performance Indicators (KPIs) says Lloyd. "Acquisio is used a lot for maintenance, to understand where things are working well and where attention needs to be paid."

TIME SPENT REPORTING

Reporting time reduced by more than 50%!

A big win for Add3 is the time saved when building reports.

"I'd much rather spend time for clients optimizing than building reports," says Campbell.

"After using Acquisio, we spent maybe a third of the time doing reports. Everything was manual before; we used spreadsheets and put things in PowerPoint. When we made the switch to Acquisio we saved between 50 and 75% of time," explains Ben Lloyd.

THE ULTIMATE ADVANTAGE

"The reason we stick with Acquisio is because it becomes easier and easier to use and it is scalable and has scaled with us. As a company we have grown quite a bit, and with Acquisio, it is easy to get new team members onboard, turning out reports and managing campaigns quickly and without a steep learning curve," explains Ben Lloyd.

"As an agency, we've definitely been growing more towards performance, display and social advertising," he continues. "The further along we get in our ability to roll all the things together, as Acquisio's reporting supports, the easier it is for us."

"There's opportunity for us to take more advantage of the abilities Acquisio has. We are looking forward to it," concludes the Add3 Principal.

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