

# BLOOM SLASHED REPORTING TIME BY 70% AND CUT KEYWORD OPTIMIZATION TIME IN HALF!

## ABOUT BLOOM SEARCH MARKETING

Bloom is a paid search marketing agency committed to delivering high-performance pay-per-click campaign solutions. The company provides full-service campaign management for clients in the travel, automotive, real estate and eCommerce industries.



## THE PROBLEM

### Digging through mountains of data

Bloom Search Marketing offers full service campaign management for a variety of clients in the travel, automotive, real estate, and eCommerce industries. But as Bloom's client list and service offerings grew, so did the volumes of data generated for each client.

"We were manually digging through a mountain of data on each client," said Xurxo Vidal, co-founder of Bloom Search Marketing. "And as we added additional clients, campaigns, keywords and engines, the amount of data quickly became overwhelming."

**"Acquisio's KPI rules and alerts are awesome! Now we can stay on top of client budgets and map each campaign's performance against budget."**

### Manual Data Gathering and Analysis Causes Missed Opportunities

At the time, Bloom relied on Excel

spreadsheets to input and analyze significant amounts of critical data, including information on its clients' keyword effectiveness and other key performance indicators (KPIs). "Analyzing, interpreting and reporting on the data was even more tedious than the manual gathering process," noted Martin Perron, co-founder of Bloom Search Marketing. "As the company grew, we quickly realized that the painfully slow process of manually entering and analyzing data was causing us to miss out on opportunities for our clients. We realized we needed to greatly accelerate our information gathering and reporting."

### Bloom Needed a Comprehensive Cross-Engine Campaign Solution

Vidal began searching for a solution that would not only speed up the process of data collection and analysis, but would also provide updated, accurate information on keyword performance. "We needed a solution that would help us more effectively react to changes, giving us tighter, more immediate control of our clients' campaign budgets," said Vidal. "We also needed a platform that would simplify campaign management and reporting across engines. And like many agencies, we also knew that the solution we chose would have to have a

strong professional services and support component that we could rely on with questions or requests."

## THE SOLUTION

### Acquisio's Platform Streamlines & Automates Data Gathering & Reporting

Bloom implemented Acquisio's platform and went from time-consuming manual processing to an automated, streamlined system. With Acquisio, Vidal, Perron, and their staff can easily handle routine campaign management tasks, and quickly ascertain how their PPC investments are performing across all engines. "Acquisio's KPI rules and alerts are awesome. Now we can stay on top of client budgets and map each campaign's performance against budget," said Perron.

**"Because Acquisio intelligently automates so many time-consuming tasks, we're able to concentrate on developing strategies to further improve our clients' ROI!"**

## THE RESULTS

### Reporting Time Lowered by 70%

Since implementing Acquisio, Bloom has cut reporting time by up to 70% and has been able to deliver highly customized reports to each client. "Our clients' Acquisio

## “Acquisio understands the issues agencies are facing, with the need for timely reporting and optimum performance”

reports are ready for us at the beginning of each month,” said Vidal, “And Acquisio’s rules and alerts let us track important elements like budget on a day-to-day basis so that there are never any surprises when report time rolls around.”

### Campaign Keyword Optimization Time Reduced by 50%

Acquisio also reduces the overall time necessary to optimize keyword performance; Vidal estimates that the time necessary for keyword optimization tasks has been reduced by at least 50% across search engines. “Because Acquisio intelligently automates so many of time-consuming tasks associated with gathering and analyzing campaign data, we’re able to concentrate on developing strategies

to further improve our clients’ ROI,” Vidal noted.

### A Responsive Professional Services Team that Solicits Agency Feedback

According to Perron, Acquisio’s professional services team is in tune with what agencies need. “Acquisio understands the issues agencies are facing, with the need for timely reporting and optimum performance,” said Perron. “Acquisio is responsive and understands us and we feel we contribute to the tool by providing feedback. It’s a great team.”

### NO MORE MISSED OPPORTUNITIES

“Our staff used to spend hours inputting data into Excel,” said Perron, “but now that we’re using Acquisio, we’ve regained that

time and can focus on campaign strategy.” Acquisio has also helped significantly improve the agency’s performance and optimization timeframes.

“Acquisio’s KPI rules allow us to see, at a glance, where our clients’ campaigns are performing well and where improvements need to be made. And Acquisio’s bid rules give us up-to-the-minute data on keywords and other important campaign elements. With these mechanisms in place, we feel confident that we’re maximizing the value of every opportunity available to our clients.”