

Mittcom Case Study: 103% More Conversions with Acquisio

Meet MITTCOM

It's been just over one year since Mittcom, a leading, full-service ad agency based out of Boston, began working with Acquisio. Each year Mittcom buys up millions of dollars worth of digital and traditional media on behalf of their diverse client base. They considered and assessed 8-10 other agency PPC platforms, before deciding that Acquisio would be the best partner to ensure the success of their large client mandates.

MEET THE MITTCOM TALENT

Having come from large digital agencies in the past, the Mittcom staff takes an approach tied to results and sales. They want "POS-level information" so they can know exactly what ads are converting. Mittcom meticulously researches each particular client's challenges so they can recommend the right mix of omni-channel advertising solutions for them.

THEIR CHALLENGE

Before Mittcom began managing PPC with Acquisio, they had a structure in place where PPC was managed manually, mostly inside Google Ads (formerly AdWords). At that time Mittcom faced the challenge of having to make account changes and bid adjustments by hand. This was sustainable until their clients began asking for more and more digital advertising services and manual campaign management was taking too much time. It is directly as a result of their growing digital services that the need for a platform came about.

THE SOLUTION

Mittcom carefully chose Acquisio as their PPC platform partner to manage many different clients. Andrew Thorp, the Digital Account Manager at Mittcom, says he now uses Acquisio to manage 16 accounts himself. He saves time making account changes and has had great results leaving bid adjustments up to our machine learning technology. **Because of the time he's saving, Andrew is now able to onboard new clients quicker.**

If you ask Mittcom what they like most about our PPC platform, they'll tell you that our hands-free bid and budget management is at the top of their list. They love that they can set max CPC constraints and max bid adjustments, while trusting the technology to get results on both desktop and mobile devices.

They say our machine learning "makes their life 10,000 times easier, gives clients the best bang for their buck."

They also love the Acquisio UI because they can assess which campaigns are "in the red" literally in an instant - and they do this every morning. Reporting is also on their most loved features list because of the presence of time-lapse data and all the different components available.

THE RESULTS

While Mittcom has solved their problem of having too many cross-channel PPC accounts to manage and not enough time, the more pressing question is whether or not they improved performance. Mittcom says that in the **first three months on the Acquisio platform they drastically reduced their CPCs.**

Looking across Mittcom's book of business and comparing the three months before Acquisio Bid & Budget Management with the three months after, they achieved the following results:

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MITTCOM MACHINE LEARNING PERFORMANCE GAINS

Comparing 2017-05-01 to 2017-07-31, with 2017-08-01 to 2017-10-31:



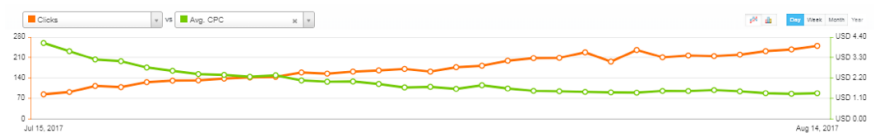
Mittcom's experience with Acquisio has been so great that Thorp recently left this review about us on G2 Crowd:

"Acquisio helps us manage all of our digital media. It guarantees that we are able to give our clients the lowest costs per clicks. This helps maximize conversions and reduce any waste. We realized how powerful Acquisio was when the first question from almost every client we onboard is: how are you able to get such low costs per clicks?"

OUTSTANDING MITTCOM CLIENT RESULTS

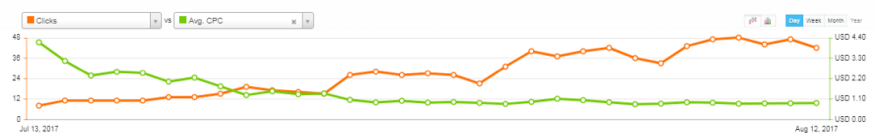
Since Mittcom started using Acquisio they have had performance improvements as an agency and the benefits have trickled down to their clients as well. Mittcom has a diverse portfolio with clients from regional automotive dealer groups, to jewelry and even hotels. They've even run campaigns in Mandarin! No matter what the challenge is, Mittcom and their talented staff are up for it. They rely on our technology to make sure that they deliver on their promise to clients month after month.

Spotlight on Bertera Chrysler: With Acquisio Bid & Budget algorithms engaged, campaigns for this auto dealer increased clicks by 200% while decreasing Avg CPC by 66%



*source: Acquisio platform

Spotlight on Spectra: With Acquisio Bid & Budget algorithms engaged, Spectra campaigns increased clicks by 425% while decreasing Avg CPC by 79%




*source: Acquisio platform

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