

Business case

Endeavour Group | DBOM | Trust

The agency Endeavour Group used Be Addy! for the advertiser Trust because they sought a tool that would help them give control over their advertising beyond reporting only. For this particular campaign, Facebook and DV360 were used to deliver the KPI along with the budget allocation and the media plan was created and set in Be Addy!



Campaign Configuration

Endeavour Group wanted to create a better flow for campaign creation and limit the time of repetitive tasks for the setup.

Be Addy! redesigned the way of setting up a multiplatform campaign with a smooth interface. Switching between platforms to configure your campaigns is part of history now. Get easy access to your saved audiences of Facebook or Google and swiftly create your ad sets or line items on the fly. With Be Addy!, it becomes less time-consuming to set up multiple campaigns through different channels.



Was 4 hours
Is 3 hours



Was 5 hours
Is 3 hours

Campaign Management

When creating the media plan Endeavour Group uses different marketing layers which makes the campaign management more complex. Be Addy! brings all your campaigns together to manage them directly and lets you distinguish your campaigns through the media plan and marketing layers. It gives you control and a clear overview to see how the different ad sets and line items perform. No hassle anymore to pick out the underperforming campaigns.

"I never have to leave the interface and can easily divide the budget between the multiple advertising platforms."

- Jim, DBOM

Campaign Optimization

Optimizing budgets between different channels to deliver the campaign KPI is essential for Endeavour Group. With Be Addy! you can optimize and tweak your campaigns straight away without going into the platform individually. Re-allocate budgets to multiple phases in the customer journey or adjust your audiences and bid strategy to optimize it even further. Close the gap between Facebook and Google and utilize your knowledge as an expert.



Was 5 hours
Is 5 hours



Was 3 hours
Is 2 hours

Campaign Overview

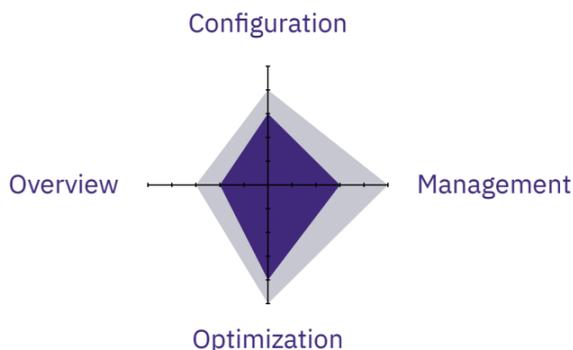
Endeavour Group needed reporting across multiple channels and marketing layers including the main metrics and dimensions. Be Addy! helped to create an overview of all these platforms and campaigns within the media plan. We keep the data altogether and automate customized reports by scheduling them weekly. Combining powerful data sets and seeing the correlation instantly between multiple channels makes you decide faster.

"Be Addy enabled us to easily distinguish campaigns through the briefing concept. For instance, you can specifically allocate budget to multiple phases in the customer journey, such as awareness, prospecting and so on. Moreover, the media plan itself shows us how many days are left in the campaigns, how the budget is being spent, and our main metrics."

- Jim, DBOM

Overall ROI

The combination of the individual elements gives an overall ROI of 23% for this campaign. When taken into account that Be Addy! will add more functionalities to the platform in the near future, we expect that the ROI will increase.



Be Addy! gave us a time save of 23% and we know that it is only the beginning!

Conclusion

Endeavour Group has seen an exceptionally high ROI of 23% overall on the execution of the media plan by using Be Addy! On all the individual elements the increase was noticeable and combined with the ease of use it's out of the question that Be Addy! will be used from now on.