



Enabling Partner Success

matchcraft

localweb



+134%

Media Spend



+103%

of Campaigns
Managed



+202%

Click Through
Rate



MatchCraft's adVantage Platform Enables Growth for Local Web

Local Web is a budding digital agency headquartered in Milan Italy whose focus is on finding and converting customers for their SMB advertisers. Their CEO, Katerina Bojaxhiu, is driving rapid growth across the agency and is pushing the business forward successfully. In 2017 when Local Web first approached MatchCraft, their team was bogged down by the amount of time consumed by the process of setting up and managing digital media campaigns. That left them short on time to engage with their customers in a more meaningful way. Their mission was to provide their partners with more bespoke service and enable their team to focus on cultivating existing business and growing new partnerships.

In the two and half years since provisioning their first campaign on adVantage, the team at Local Web has seen first-hand the benefits of using a world-class marketing technology platform. Not only has the adVantage platform saved their team incredible amounts of time setting up campaigns, it has enabled them to scale their operations quickly and efficiently.

By utilizing adVantage for their paid search and display campaigns, the team has been able to more efficiently measure and report on ROI to their SMB advertisers.



MatchCraft Product has helped our team in service delivery for Google Ads. As a SAAS platform the measure of ROI is more easy and our account managers have more time to dedicate in building trustful relationships with clients. This product has helped our team also to measure success through different components of campaigns such as cost-effective clicks, calls, conversions and has given us the possibility to inform our clients through monthly reports of their campaign progress.

- Erisjena Rruplli, Project Manager

Armed with data, and confident in the improvements seen on AdWords, the team at Local Web decided to test Facebook and Instagram Social Ads, Display Ads, Shopping Ads and paid search on Bing. As a result of being able to demonstrate tangible results and increasing ROI, the team at Local Web has been able to grow their advertisers' budgets and diversify campaigns into display and social as well as paid search.

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Before coming to MatchCraft, the team struggled with the time commitment necessary to manage a sizable volume of campaigns. By freeing up their account managers to focus on building strategic relationships, their team has grown their monthly media spend by more than 134% and more than doubled the number of campaigns they manage. The time savings they achieved as a result of the adVantage technology and access to our robust adVisor taxonomy, has given their team the ability to spend more time cultivating their existing business and acquiring new customers.

In a SaaS implementation, the team at Local Web takes full advantage of the campaign management tools offered in the adVantage platform and is able to efficiently deliver effective campaigns to their advertisers. In just over two years, they have seen their Click Through Rate improve by more than 200%!



The advantage of using this platform is that you can easily manage budget and ensure that platforms bidding can deliver maximum results with minimal intervention.

In a rapidly changing marketplace, it is important to have a marketing technology partner that continually evolves to meet those demands. MatchCraft is proud to be that partner for Local Web.

Schedule a demo to learn more about how
matchcraft can enable success for your business.

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