

# MatchCraft Supports U.K. Marketing Agency Through Exponential Growth

## The Results **AdVantage gives a new campaign management team the technology they need to scale their exploding business.**

When Chris Brake founded marketing agency Digital Kitbag in 2013, he knew search advertising would be one of the most important services his new company would provide for clients.

"The U.K is a mature market when it comes to digital marketing, but small businesses tend to find Google AdWords really complex," Brake explains. "They have neither the time nor the resources to take a deep dive into managing search marketing campaigns."

With plans to scale up Digital Kitbag's business quickly, Brake turned to MatchCraft's AdVantage platform to support clients' search campaigns. For Brake, the decision was all about the numbers. "MatchCraft allowed our very small, brand new operations team to manage hundreds of client accounts simultaneously," he says. "There's no way we would have been able to ramp up so quickly if we had been trying to do everything directly in AdWords."

Digital Kitbag, part of U.K. media group Johnston Press, has shown impressive growth since its 2013 launch: With 850 accounts by the end of 2014, Digital Kitbag was Google's fastest growing Premier SME Partner in EMEA that year.

### Time to ramp up? Not much

Because Digital Kitbag's business was growing so quickly, Brake knew it was imperative that his campaign managers find their SEM technology platform easy to use. None of the agency's SEM account managers had used MatchCraft's AdVantage platform before, but no matter. "Within a few weeks the team was creating campaigns quickly and easily," Brake says. "The fact that they were up and running so quickly told us that AdVantage was a good fit for our business."

Digital Kitbag SEM Product Manager Alex Erhardt concurs. "I had to oversee hundreds of accounts from day one, without any knowledge of the systems involved," Erhardt says. "Thanks to the AdVantage platform's ease of use - as well as the professionalism and patience of MatchCraft's account management team - I felt completely comfortable with the system in a matter of weeks. AdVantage let me focus on my primary responsibilities: keeping our processes in shape and delivering value to our customers."

Brake's team also likes MatchCraft's Merchant Center, the dashboard advertisers check to see the results of their SEM campaigns. "It simplifies the data our customers see, distilling down the essential metrics so advertisers really understand how their campaigns are performing," Brake says. Customers and account managers use the Merchant Center to guide their discussions as they decide how to allocate marketing dollars and increase budgets. "There's nothing better than being able to talk to a customer with all the data you need at your fingertips," adds Brake.

## DigitalKitbag

### ABOUT

- Founded in 2013, Digital Kitbag is part of Johnston Press, the largest local media group in the UK
- Provides cost-effective digital solutions to small and medium enterprises
- Google AdWords Premier SME Partner

## matchcraft

### ABOUT

- Founded in 1998, a pioneer in local digital marketing space
- Focuses exclusively on delivering digital technology to reseller channel
- Currently operating in more than 30 countries, supporting over 16 unique languages and dialects



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Chris Brake  
Head of Products  
Digital Kitbag