

Helping Businesses Succeed

How Our Teams Came Together in Crisis to Fulfill Our Vision

matchcraft

Search | Social | Display | Auto

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MatchCraft Vision & Mission

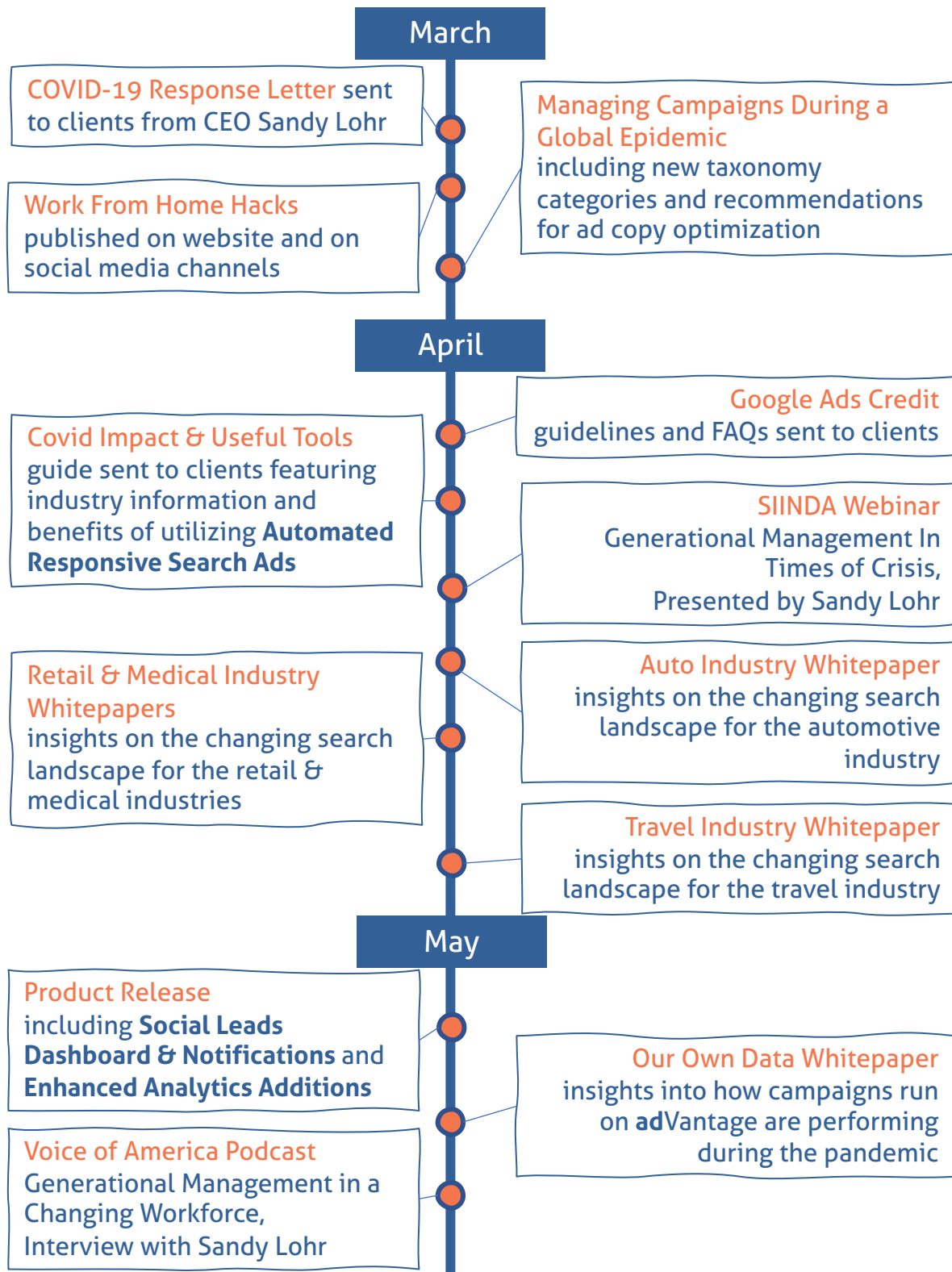
Vision:

To help businesses succeed by empowering digital marketing companies with our battle-tested technology and global expertise.

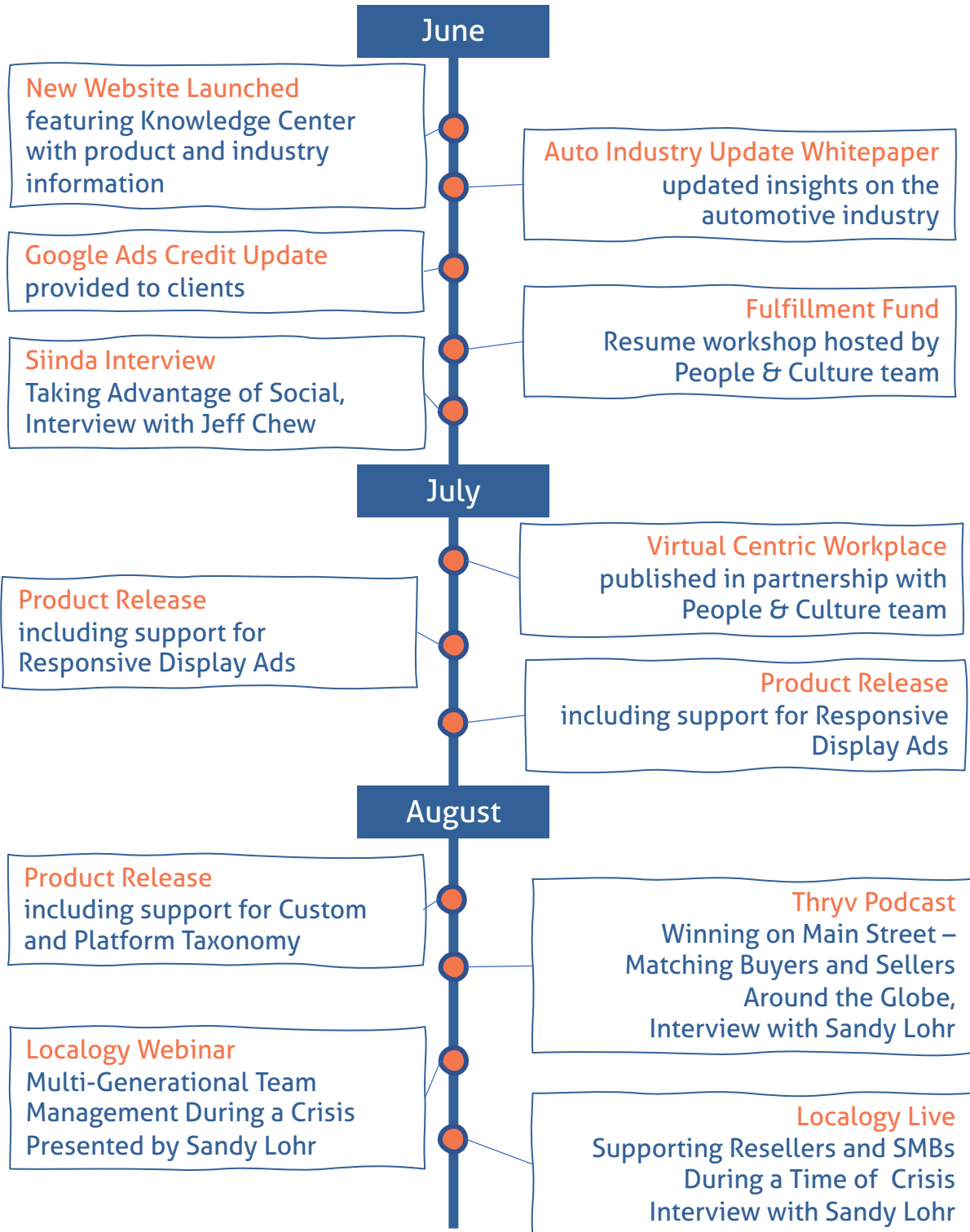
Mission:

- To provide high performing digital tools in a rapidly evolving advertising landscape.
- To encourage a fair and impartial digital ecosystem that enables growth for all participants starting with the consumer.
- To have unwavering integrity in our products and services.

Supporting SMBs During COVID-19. *A Timeline of our Response*

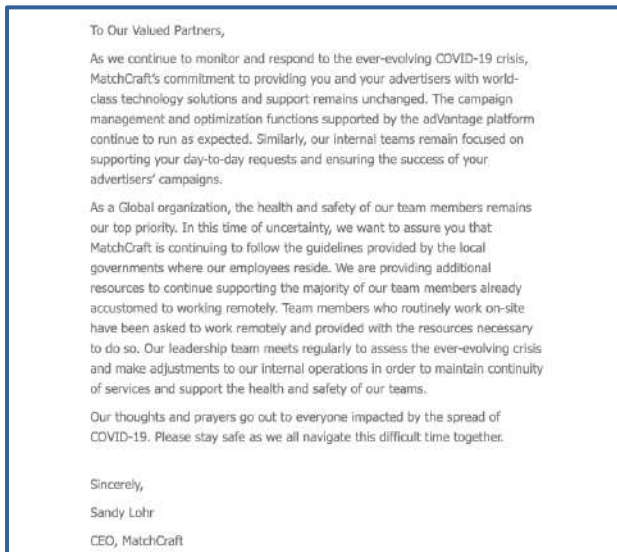


Supporting SMBs During COVID-19. A Timeline of our Response (cont'd)



Supporting SMBs During COVID-19. A Collaborative Effort.

In early 2020, the world was rocked by the outbreak of COVID-19. Its impact was felt across the globe as businesses were shuttered and individuals were sheltering in place both by choice and by executive order. By March 16th, MatchCraft, based in Santa Monica CA, had asked all our team members to remain home and work remotely and began one of the most comprehensive, **cross-functional** initiatives our company had ever undertaken. The goal was simple, fulfill our vision of **helping businesses succeed** by empowering digital marketing companies with our battle-tested technology and global expertise.



Email communication sent to all MatchCraft clients from CEO Sandy Lohr.

The product and engineering teams successfully released five significant product updates this year, proving to ourselves and to our clients that MatchCraft operates business-as-usual even in unusual times. Included in those product releases are such enhancements as:

- **Automated Responsive Search Ads** – simplifying the process of adopting Google's newest ad variation, Automated RSAs provide efficiencies of scale, time and profitability.
- **Social Leads Dashboard & Notifications** – streamlining the process of delivering leads directly to business owners, the Social Leads Dashboard and Notifications feature enables SMBs to respond to potential customers in a time-efficient manner
- **Enhanced Analytics Additions** – addition functionality released earlier this year, Enhanced Analytics provide business owners with greater insights into the value of paid advertising.

All designed to improve efficiency and profitability for both our clients and their advertisers.

Supporting SMBs During COVID-19. A Collaborative Effort. (cont'd)

Just like any other point in our 22-year history, our focus remains on our customers and answering their need to understand and respond to a rapidly evolving landscape of small business advertisers and consumers. Take for example, our taxonomy team that responded by creating and implementing more than 100 new relevant and timely categories.



New Taxonomy Categories Available

As the needs of consumers and the workforce continue to evolve, so do the needs of your current and prospective advertisers. MatchCraft has created additional categories with keywords and ad copy that address the needs of the Covid-19 crisis and the Remote Workforce community. Below are some examples of taxonomy categories that are available for use in our taxonomies.

24 Hour Online Therapy	Industrial Plumbing	Open Plumbers
24 Hour Plumbing Services	Italian Food Delivery	Organic Food Delivery
After Hours Plumbers	Italian Food Takeout	Organic Hand Sanitizer

Sample of new taxonomy categories available for advertisers.

As the front line of our client communication, the client engagement team never slowed down. In collaboration with the product and engineering teams, the team addressed an increased volume of support requests. The client engagement team developed insightful recommendations to ensure ad copy was timely and engaging. Client engagement also worked closely with Google to address questions regarding the Google Ads Credit to help ensure that advertisers would benefit from funds available to them.

Serving as the source of client level communications, our marketing team created and distributed a guide to Managing Campaigns During a Global Epidemic and published six industry-specific white papers covering the impact of COVID-19 on advertisers and the search industry.



Managing Campaigns During a Global Pandemic

In light of the unprecedented global health crisis, we know our partners are challenged with responding to the needs of their advertisers. In an effort to provide some guidance around how to manage and optimize campaigns, we developed the following "Things to Consider".

<p>Campaign Considerations:</p> <ul style="list-style-type: none"> • If a business is not open at all and the advertising needs to stop temporarily; <ul style="list-style-type: none"> ◦ Pausing the campaign will allow the budget to roll over into subsequent cycles and will preserve the current call tracking number. In 	<p>Advertiser Considerations:</p> <ul style="list-style-type: none"> • Keep campaigns running whenever possible. Adjust the categories, keywords, ad copy and extensions to reflect the services and product most relevant to the needs of today.
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A collaboration between Client Engagement and Marketing, Managing Campaigns During a Global Pandemic offered actionable insights and recommendations to our reseller and agency partners.

adVisor

MatchCraft's taxonomy, **adVisor**, is a comprehensive, results-driven keyword and ad copy library which supports more than **20 languages** and dialects across **44 countries**. Managed by a team of Native Language Consultants, the locally focused library streamlines campaign set up and provisioning saving time and money for our partners.

Capitalizing on their in-depth knowledge of local markets, the taxonomy team responded to the COVID-19 crisis quickly, with the creation of new categories available for local business advertisers. Within the first week of shelter in place orders, the team had created and published **1,014 new categories** relevant to the pandemic at hand. Category additions include:

- Bleach Wipes
- Breakfast Delivery
- Construction Loans
- Food Subscription Boxes
- Hand Sanitizer
- Home Water Delivery
- Italian Food Delivery
- Local Delivery Services
- Meal Delivery Services
- Medical Insurance for Nomads
- Online Counseling
- Telehealth
- Video Conferencing

All designed to address the shifting needs of consumers and SMBs.

COVID Related Categories By the Numbers

1,014

total number of categories added to taxonomies

11

total number of languages and dialects with COVID specific category additions

3,674

merchants benefitting from the new COVID related categories

Campaign Management

Keeping a laser focus on the needs of our partners, the Client Engagement team worked simultaneously to produce and implement ad copy revisions to ensure messaging to consumers was both **relevant and timely**. With focus on revising ad copy to meet the **changing needs of consumers**, recommendations included:

Museums, Zoos & Aquariums

- Virtual Field Trips
- Virtual Tours
- Gift Certificates for Future Visits

Funeral Homes

- Virtual Funeral Services

HVAC

- Promote Duct Cleaning & Air Quality
- Keep Your Family Healthy With Clean Air

Office Cleaners

- Professional Workplace Sanitizing
- Office Disinfecting & Sanitizing

Realtors & Apartment Leasing

- Virtual Showings
- View Listings Online
- List Your Home Virtually

Restaurants

- To Go & Delivery Available
- Call for Curbside Pick Up
- Drive Through Available
- Get Your Order To Go
- Free Delivery to Local Areas

25%

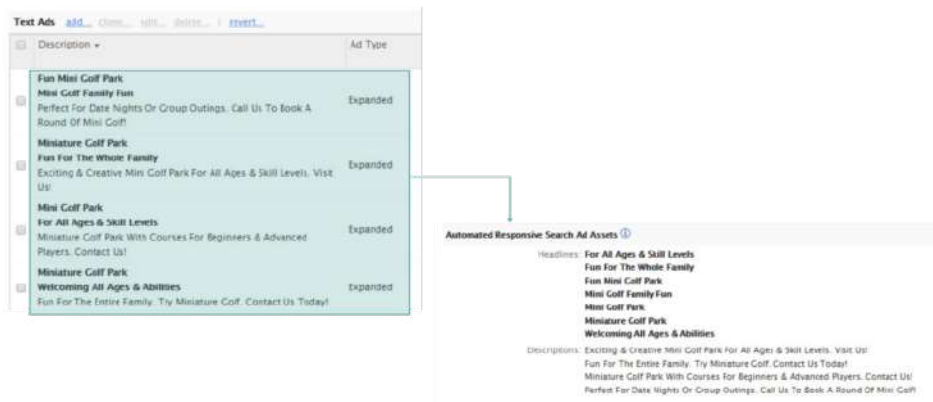
Increase in Support Requests between January and March due to customer concerns over the impact of COVID

Automated Responsive Search Ads *Improved Efficiency and Cost Savings*

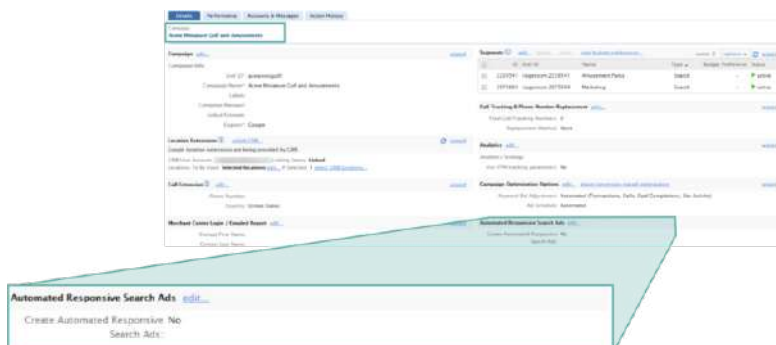
Implementing new ad copy can be a time-consuming effort. When Google released Responsive Search Ads (RSA), it meant opening the door for advertisers to provision up to 43,680 different ad variations at once. By specifying up to 15 headlines and 4 ad descriptions, advertisers could benefit from Google's back-end data used to determine which combinations produced the most effective results.

For many of our clients, the need to stay current with the latest ad formats comes with a significant price tag in terms of the cost of labor needed to create and manage thousands of ad variations.

In February of 2020, MatchCraft released functionality that we knew would be a game-changer. MatchCraft's [Automated Responsive Search Ads](#) make the process of setting up and provisioning Responsive Search Ads both scalable and cost-efficient for our partners. Utilizing proprietary technology, Automated RSAs enable the creation and provisioning of RSAs from [existing headlines and descriptions](#) pulled from the [adVantage](#) taxonomy or custom generated by clients.



[Automated RSAs](#) can be enabled at the campaign level in [adVantage](#) automatically generating one RSA per category using existing ETA headlines & descriptions



Automated Responsive Search Ads (cont'd)



*"We are pleased to have introduced yet another ground-breaking feature for our clients and their advertisers," said Sandy Lohr, CEO, MatchCraft. "The **Automated RSA** feature not only provides significant time savings for our clients; it benefits the advertiser with an additional layer of machine learning to **maximize the effectiveness** of their campaigns."*

The Automated RSA feature offers **major time savings** to MatchCraft's reseller and agency clients as it enables them to automate the set-up, provisioning, & ongoing management of RSAs. It also gives them the ability to implement RSAs for multiple advertiser campaigns in a scalable and efficient manner. Based on MatchCraft's own testing, the Automated RSA feature saves campaign managers an average of 23.35 minutes per campaign.

Clients who have used the Automated RSA functionality in tandem with MatchCraft's bulk editing tool have been able to **save hundreds of hours** in campaign set up time. In March, a Belgium based MatchCraft client was able to create RSAs for 600 campaigns at once by turning on Automated RSAs in bulk for existing campaigns. An operation that would have taken 233 hours, only took about 5 minutes to complete.

Automated Responsive Search Ads By the Numbers

23.35

average number of minutes saved per campaign

233

hours saved one client in the set up of RSAs for 600 campaigns

12,600+

total # of campaigns provisioned using Automated RSAs

56,800+

total # of RSAs created using adVantage's Automated RSA feature

Social Connect Leads Dashboard & Notifications *Improving Usability & Reducing Response Times*

Lead campaigns provide Facebook & Instagram users with a seamless means of contacting a merchant with a request for additional information. They are a valuable lead generation tool for small businesses since they appear directly in users' news feeds.

When users click on a lead ad, Facebook auto-submits their contact information to the merchant. Forms can also be customized to prompt the user to provide additional details before submitting the lead.

The user never has to leave Facebook!

The Challenge

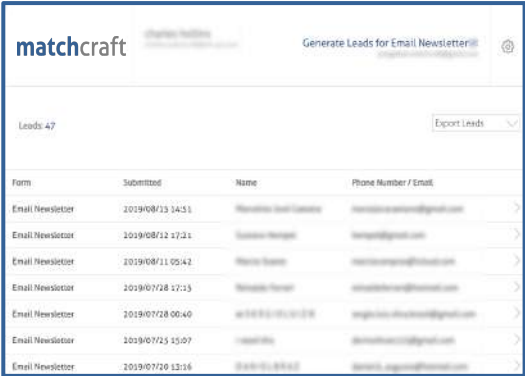
Advertisers find it **challenging to download** the lead information after it has been submitted and they receive no clear notification when a lead has come in. Leads are often time-sensitive and failure to respond quickly can result in a lost sale.

MatchCraft's solution

MatchCraft's recently released **Lead Dashboard and Notification** functionality makes it **easy for advertisers** to see and respond to leads generated by their Facebook campaigns.

Leads Dashboard

As a companion to the Merchant Center, advertisers can **view all leads** generated by their Facebook leads campaigns. Within a single interface, advertisers can **quickly follow up** with leads via email or phone and download leads for easy sharing.



Form	Submitted	Name	Phone Number / Email
Email Newsletter	2019/08/13 14:51	Rebecca Smith-Cox	rebecca.smith-cox@gmail.com
Email Newsletter	2019/08/12 17:21	Rebecca Smith-Cox	rebecca.smith-cox@gmail.com
Email Newsletter	2019/08/11 05:42	Rebecca Smith-Cox	rebecca.smith-cox@gmail.com
Email Newsletter	2019/07/28 17:23	Rebecca Smith-Cox	rebecca.smith-cox@gmail.com
Email Newsletter	2019/07/28 00:40	Rebecca Smith-Cox	rebecca.smith-cox@gmail.com
Email Newsletter	2019/07/25 15:07	Rebecca Smith-Cox	rebecca.smith-cox@gmail.com
Email Newsletter	2019/07/26 13:16	Rebecca Smith-Cox	rebecca.smith-cox@gmail.com

Lead Notification

With Lead Notification enabled, advertisers receive an email each time a new lead is submitted **reducing the response time** back to the consumer. MatchCraft's reseller & agency partners can customize templated emails used to notify merchants when their campaigns have generated leads.

Enhanced Analytics *Increased Visibility & Understanding of ROI*

In late 2019, MatchCraft added support for Enhanced Analytics and has included enhancements for the feature in releases throughout 2020. MatchCraft now supports two flavours of analytics: Enhanced Analytics and standard analytics. While support for Standard Analytics has been, well, standard for several years now, Enhanced Analytics provides insight into Last Ad Click conversion attribution. By providing greater alignment with the priorities of advertisers and resellers by showing the full value of paid advertising, the addition of the feature enables advertisers to more effectively assess their return on ad spend.

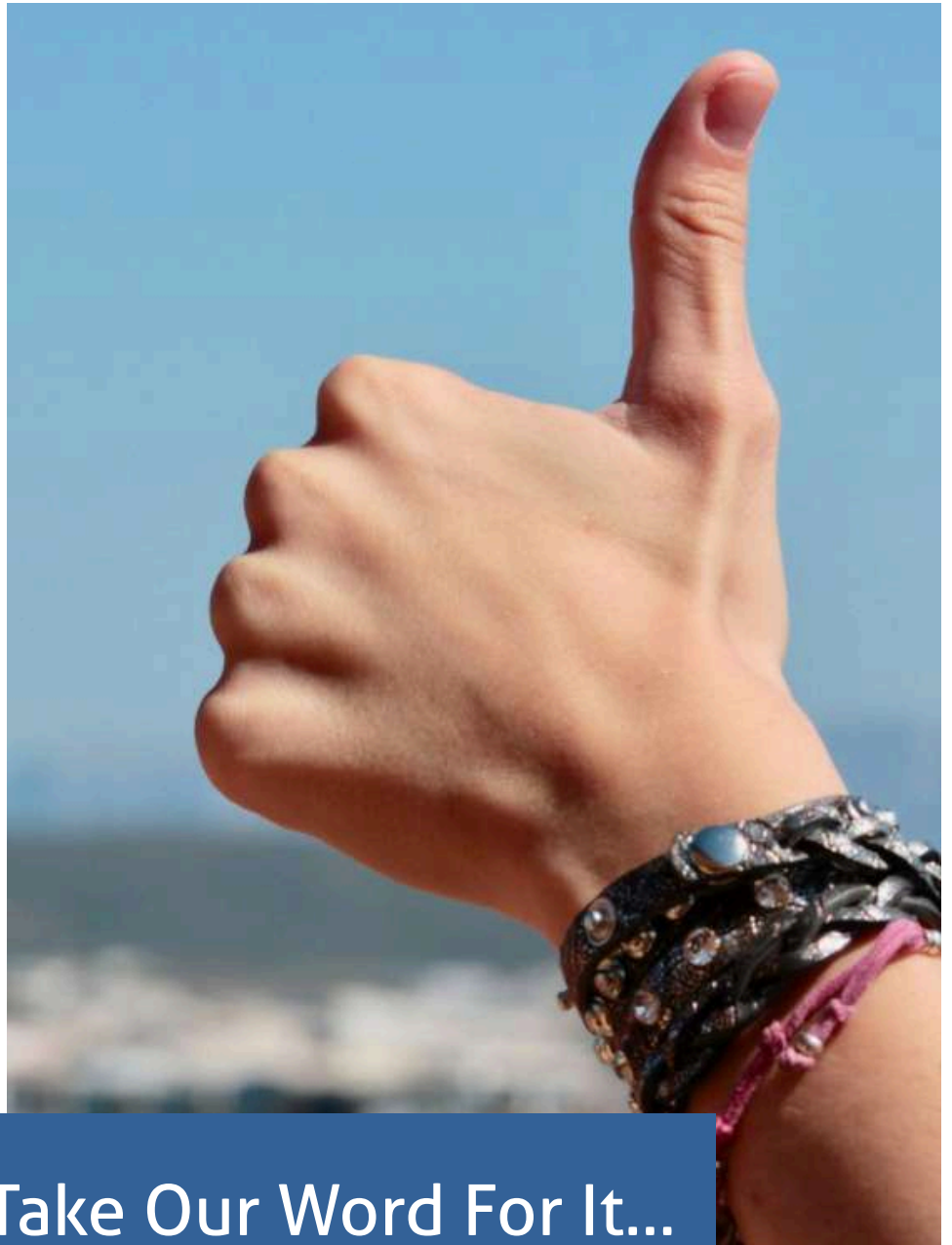


What is "Last Ad Click"

Adding further value to the equation, MatchCraft's **adVantage** platform relies on its proprietary conversion-based optimization algorithm to adjust bids toward the highest performing keywords. The addition of Enhanced Analytics data makes that equation more powerful and provides advertisers with a more accurate view of the benefits of paid advertising.

Because **adVantage** manages bids and budgets across channels and publishers, the benefits gained from Enhanced Analytics apply outside of paid advertising on Google. Since **adVantage** relies on its auto-generated UTM tagging (rather than auto-tagging) the platform is capable of processing data across publishers.

While conversion-based optimization is not a new feature in **adVantage**, it is made significantly more powerful with the addition of Enhanced Analytics data. Reseller and Agency partners can rest assured that their advertiser's budgets are being spent as efficiently as possible with visibility into the full value of their paid advertising.



Don't Just Take Our Word For It...

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Search | Social | Display | Auto



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 in 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 also 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.

MatchCraft's adVantage Platform. *Enables Growth for Local Web*

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, have 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.



Enabling Partner Success

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“OMG National is a great partner to work with. Their strong knowledge of SEM & Social paired with our platform's powerful bidding technology has resulted in strong performance metrics. We are excited to continue partnering with OMG National and see how we can grow their program further.

Richa Sinha,
Digital Marketing Lead
MatchCraft

Enabling Success Through Scalability, Performance & Efficiency

Like all our reseller partners, the outbreak of COVID-19 has had a significant impact on the paid advertising team at OMG National. After the initial shock, the team squared their shoulders, put their heads down, and with laser focus set about growing their business like never before. Breaking sales records month over month since April, they have successfully launched new products and have not only brought on new advertisers, they have increased their retention rate significantly.

We sat down with their Director of Paid Advertising, Adam Russell who shared with us some keys to their success. First and foremost has been their ability to respond quickly, to embrace a new decentralized workplace, and to effectively scale their business without adding significant headcount. Fortunately for OMG National, partnering with MatchCraft in late 2019 proved to be advantageous giving them the ability to ramp up quickly and manage their business at scale.

After bringing all their paid search business in-house, they were faced with the problem of scale and a need to create processes around managing thousands of campaigns rather than hundreds. Having utilized other paid search platforms with minimal success in the past, the team at OMG National approached their partnership with MatchCraft with a healthy dose of skepticism. MatchCraft's technology combined with our rockstar client engagement team made the transition seamless and quickly demonstrated the ability to deliver better return than their previous solutions.

MatchCraft's understanding of local merchants has been a key component of the successful transition. Armed with integrated call tracking, OMG National can now produce tangible results in the form of calls to advertisers' businesses. In a market where calls are currency, the ability to track calls and optimize bids based on performance has been integral to their ability to attract and retain business.

Further enhancing their ability to scale is their access to MatchCraft's **adVisor** taxonomy. Account creation time was cut in half simply by utilizing the comprehensive library of keywords and ad copy designed specifically for local advertisers. Paired with the suite of campaign management and diagnostic tools, their team can focus on accounts that need attention and maximize their optimization efforts.

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Not only has partnering with MatchCraft enabled OMG National to grow their paid search business, they have begun utilizing our Social Connect, Display and Remarketing solutions with great success. More than doubling their paid social spend and increasing their display spend by 65% over the last 8 months.

Here's a look at the impact that utilizing adVantage has had on their campaigns.

Paid Search

-19% reduction in Cost Per Click	16% increase in Quality Score
137% increase in Click Through Rate	47% increase in number of campaigns managed in adVantage

Paid Social

-31% reduction in Cost Per Click	227% increase in Spend
20% increase in Click Through Rate	

Display Remarketing

37% increase in Click Through Rate	233% increase in number of campaigns managed in adVantage
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