



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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