



CUSTOMER SUCCESS STORY

Constellation cuts lead cost by 25% by automating ads from dealer inventory

BACKGROUND

Constellation, a Google Premier Partner agency, wanted to deliver automotive leads to their dealership clients at a lower cost. They believed this could be achieved by showing more relevant ads with more information about the vehicles for sale.

They also wanted to reduce wasted ad spend for their clients by turning ads off more quickly after a vehicle was sold.

Keeping PPC ads in sync with dealership inventory would be prohibitively expensive if done manually, so they looked for a technology-based solution.



CONSTELLATION

About Constellation

Constellation is a marketing technology agency specializing in digital media. Connecting the dots between targets, creative, and return on investment.

Founded

2016

Location

New York, NY

Industry

Digital Marketing Agency

Employees

51-200

“Since we create very granular campaigns, the software has saved us over 4 hours per new campaign setup. However, the real timesaver has been the ability to keep pricing, color, and trim levels up to date for our automotive clients. This alone saves us just over 50 hours per month!”

– David J, VP of Paid Media

SOLUTION



Constellation used Optmyzr's Campaign Automator to create and refresh search ads from their dealership inventory feeds. The agency maintained full control over what campaigns, ad groups, ads, keywords, and extensions were generated from their inventory data — a benefit compared to using Google's Dynamic Search Ads.

RESULTS

The same level of customization would have required 50 hours of manual work per account per month, but was able to be automated with Optmyzr.

Despite most of the account being automated, they could still optimize using their proprietary best practices, effectively combining the best aspects of automation and human insight.

25%

**Lower Cost
Per Lead**

50

**Hours Saved
Per Month**

ABOUT OPTMYZR

Optmyzr is a PPC optimization platform for search marketing consultants, agencies, and in-house teams. Founded in 2013 by a team of former Google executives, Optmyzr gives search marketers the tools and insights to quickly execute strategies for accounts of any size, diversity, or complexity.



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