



Driva grows managed ad spend, account health by automating project management

CHALLENGE

One of Driva's biggest challenges was operating with a small internal marketing team. They were looking for a way to increase the speed of their routine PPC optimizations while increasing ROAS within the account, automating reporting, and getting data-driven insights not found natively in advertising platforms.

SOLUTION

Driva uses a variety of Optmyzr tools:

- Negative Keyword Finder
- Keyword Lasso
- Non-Converting Keywords
- Keyword De-Duper
- Pause Low Quality Score Keywords
- Quality Score Tracker
- Search Terms N-grams
- PPC Investigator
- Instant Reports

These key optimizations are structured under a weekly Account Blueprint that automates tracking and accountability.

Driva has also set up several manual flows in the Rule Engine to assist with overall account performance, such as monitoring any decline in click-through rate of ad copy.



About Driva

Driva is an online vehicle financing platform that allows customers to get personalized interest rates based on their credit profile.

Founded

2019 in Sydney, Australia

Industry

Fintech

Website

driva.com.au

Solutions Used

Optmyzr Core

RESULTS

Driva has experienced an improvement to overall account health, with a significant reduction in the number of weekly management hours needed to achieve that lift.

40%

Increase in managed
ad spend

10%+

Lower cost per conversion
in key campaigns

1.5%+

Increase in CTR in
key campaigns

Driva's holistic approach with Optmyzr allowed them to create account growth while solving the challenge of working with a smaller team.

By elevating an already high-performing marketing effort, Driva was able to better complement its AI technology, credit team of car finance experts, and commitment to providing the fastest and best customer experience possible.



We'd recommend Optmyzr to anyone running Google Ads at a significant daily spend who would like to speed up their optimization routines, while getting a deeper understanding of account performance.

The customer service is great with a dedicated account manager to run you through key features and tools specific to your business. There is also an abundance of tutorials available on the Optmyzr Youtube channel to get you up and running quickly in the platform.

DECLAN F.

Digital Marketing Manager, Driva

Learn more or request a demo at optmyzr.com

ABOUT OPTMYZR

Optmyzr is ideal for PPC advertisers who want to be better than average, and crave greater control and protection over their ad accounts. Monitor performance, test and optimize all aspects of campaigns, and safeguard accounts by creating automation layers using alerts, rules and more.