



CUSTOMER SUCCESS STORY

## Mabo increases account manager productivity by 56%

### BACKGROUND

Mabo was faced with increasing inefficiencies in the face of the paid search industry moving towards an automated future.

As Mabo scaled up, so did the challenge of managing many PPC clients. Tasks that were carried out manually, once multiplied across a number of accounts, greatly impacted productivity and ultimately profitability.

Mabo engaged in a lengthy research process to identify the perfect tools to help service client accounts, and chose Optmyzr not just for its market-leading features, but for its passionate team meeting customers needs and keeping pace with an ever-changing industry.

The logo for Mabo, consisting of the word "mabo." in a lowercase, blue, sans-serif font.

### About Mabo

Mabo is an international, multi-award winning PPC agency. Performance driven with passion, skill and focus, they have a proven track record of delivering profitable PPC advertising.

### Founded

2013

### Location

Middlesbrough, UK

### Industry

Digital Marketing Agency

### Employees

51-200

*“Optmyzr goes beyond just PPC tech. The whole experience from their product development, insightful webinars, and customer service is second to none. Rather than a product we use, we see Optmyzr as an extension of our own service.”*

– Dean Y, Technology Director

## SOLUTION



Due to a varied customer base, Mabo has managed to utilize all of Optmyzr's tools and features, but the standout features have been the Shopping campaign tools (Campaign Builder & Product Group Refresher), as well as the Rule Engine.



Mabo ensures every single account they manage is assessed independently and optimized based on the performance of that account. This is possible by deploying custom strategies, powered by Optmyzr's Rule Engine.

## RESULTS

Mabo has achieved a huge **56% saving of account management hours** since deploying Optmyzr by automating manual tasks.

Account performance has improved across the board as a direct result of reinvested time savings. The use of Optmyzr has solidified Mabo's market-leading standard of PPC account management and allows them to apply deeper creativity within clients' accounts.

As well as minimizing the risk of human error, and provides further insight through the clever use of automation and Optmyzr's reporting/alerting features, Mabo has experienced the following time savings with Optmyzr:

**36%**

Faster A/B Testing  
of Ad Copy

**89%**

Faster Expansion/Removal  
of Product Group IDs

**42%**

Faster Bid  
Management

## 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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