

GroupM saves one hour per week per client using automatically applied recommendations



Media investment company
EMEA - Germany • groupm.com



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The Challenge

GroupM, part of Germany's largest agency network, manages more than 4,000 ad accounts. The agency needed to make sure every account was taken care of properly by providing consistent hygiene work and applying the latest features and best practices. As one of the first agencies to test automatically applied recommendations, GroupM was excited to see what further value it could bring to its clients' accounts.

The Approach

GroupM identified five from over 26 automatically applied recommendations that would take care of repetitive tasks and ensure foundational best practices for the test. Its goal was to reduce manual work to free up time for higher value tasks, such as developing modern search principles with the clients, while maintaining or improving the level of performance. The five automatically applied recommendations were applied to a subset of accounts, and the tests ran for nearly seven weeks.

The Results

After turning on automatically applied recommendations, GroupM successfully automated a high volume of hygiene tasks, with 7,349 hygiene recommendations applied in the first seven weeks. Clients with up to 40 ad accounts benefited on average one hour per week of additional automatic hygiene optimization work. Now, the selected automatically applied recommendations are part of a default set up at GroupM Germany.

“Automatically applied recommendations helped us delegate small but impactful jobs to the algorithm. The results have proven that both our clients and account managers benefit from automatically applied recommendations.”

—Stefanie Schneider, Director Product & Quality Paid Search, GroupM

1h

Weekly average of manual work reinvested per client

7,349

Recommendations applied in seven weeks

Primary Marketing Objective

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