



The Search Works Reduces Budget Management Time by 25 Per Cent with Manager Defined Spend

“It’s simple. In today’s competitive environment, any agency that wants to succeed in search engine marketing needs MDS.”

Cristina Sagarduy
Head of Implementation
and Strategy,
The Search Works



www.thesearchworks.com

The Search Works is a leader in search engine marketing in the United Kingdom (UK). In a move that reflects the company’s forward-thinking approach, it became one of the first agencies to adopt Google’s Manager Defined Spend (MDS) technology – an online system for streamlining budget management credit approval for Google campaigns.

The benefits have been impressive and wide reaching. Account managers have reduced the approval process from three days to a few minutes. It also takes them 25 per cent less time on average to manage clients’ budgets. They can focus on tasks that add value to the client – improving ROI, reducing CPA and applying new CPC strategies.

Budget Management Challenges

The Search Works, based in London, in the UK, specialises in search engine marketing. The company has a turnover of over £50 million (€74 million) in 2006 and employees 56 people. It runs campaigns using Google’s advertising programmes such as AdWords and AdSense. As part of its service, the company also tracks Google traffic and key words showing total cost and average cost-per-click.

The Search Works has become a leader in search engine marketing in the UK, working closely with Google. Realising the value of first-mover advantage, the organisation was an early adopter of Google’s MDS – now used by 30 per cent of Google’s clients – which radically streamlines credit approval.

Cristina Sagarduy, Head of Implementation and Strategy at The Search Works, says: “Our policy is to focus on tasks that add value to the client. With greater customer satisfaction, we can build on our reputation and develop our business.”

The company previously used the traditional paper-based method for approving Google campaign credit. Account managers requested credit for each campaign using an insertion order, which they faxed to Google. Google’s finance department then created a contract for the managers to sign. There were strict protocols to follow, which led to more telephone calls and faxes. The process could take up to three days to complete.

The new system reduces the time spent by Account Managers on administrative tasks, gives them absolute control over budget, and enhances effective budget allocation says Sagarduy.

Account managers spent more time on basic management and administration instead of using their creative skills on client campaigns. Sagarduy says: “Sometimes there were breakdowns in the process, forcing the account development to spend more time on tasks adding no real value to the client’s campaign.”

KEY BENEFITS

- Account managers spend 25 per cent less time managing clients' budgets and can focus on developing clients' campaigns
 - Because the service is available 24 hours, seven days a week, personnel can respond to advertising opportunities outside normal office hours
 - Account managers can react to customer requests quickly – approval now takes minutes
 - Personnel can offer the same level of responsiveness to all clients, regardless of their advertising budgets
 - Deployment requires little administration and no changes to existing systems
-

Protected Access to Online Console

In April 2006, The Search Works began using MDS. Account managers view accounts using the My Client Centre online console from Google. With a password-protected 'Modify Budget' button, they can increase credit on customer campaigns and create new accounts in minutes.

The agency receives a consolidated invoice for all accounts under the manager defined order each month. Account managers and the finance team have a clear picture of all Google expenditure within a single document.

Sagarduy found it straightforward to apply the system's security features. She comments: "It is simple to manage access and allocate passwords for users. There has never been a situation where people without the right permissions have accessed the system and increased an account's credit."

Budget Time Cut 25 Per Cent

It takes personnel 25 per cent less time to manage clients' budgets. Rather than waiting for faxes or making numerous telephone calls, they can focus on developing clients' advertising. This makes it easier for managers to grow individual accounts in line with their targets.

The Search Works customers compete in fast-moving industries. The quicker agencies can react to events, the more successful advertising will be. Because MDS offers a 24-hour, seven-days-a-week service, account managers can act on campaign ideas outside normal office hours and seize the initiative if an advertising opportunity arises.

Sagarduy comments: "It's simple. In today's competitive environment, any agency that wants to succeed in search engine marketing needs MDS. With account managers spending less time managing budgets, they are better placed to increase the value of advertising campaigns."

More Opportunity to Use Ad Skills

Account managers have replaced time-consuming paper-based processes with a few simple mouse clicks. Because it takes minutes to complete a piece of work that took 72 hours, managers can make more of their own initiative and marketing expertise. Says Sagarduy: "A client came to us and said it needed to give a boost to one of its brands. We saw the advantage of launching a search campaign straightaway. It was quick to secure credit for the campaign using MDS, so the campaign was running within three hours."

With MDS, the agency can deliver a better service for smaller clients. Account managers no longer need to complete multiple forms to gain Google credit. Instead, these clients can access a credit pool already belonging to the agency. Says Sagarduy: "We can very quickly request credit that lasts from one day to another, so, if there is an opportunity for a short campaign, they can take it."

