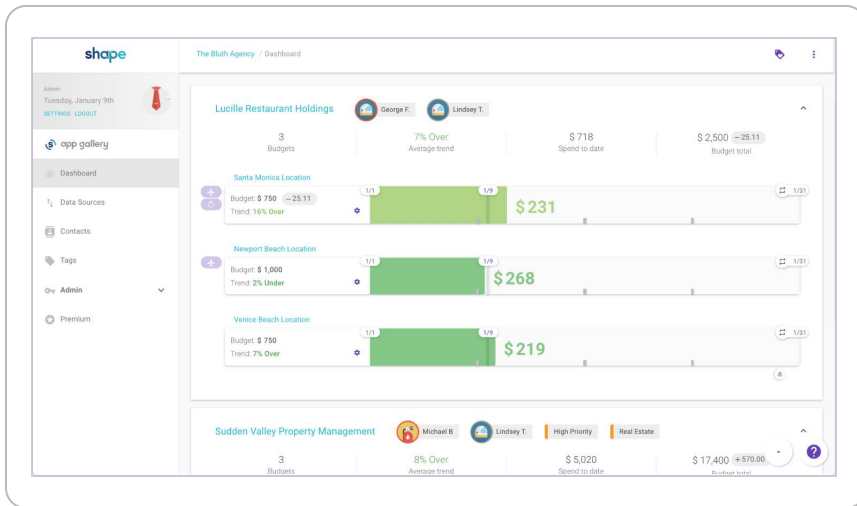


Directive,

# Directive Reduces Time Spent Budgeting PPC Campaigns by 50%

The Directive team uses Shape's budgeting dashboard and AutoPilot functionality to help monitor and scale digital advertising for clients



## Overview

Directive is a premier search marketing agency serving business-to-business (B2B) and enterprise clients. With four offices in the United States and United Kingdom, Directive has seen explosive growth over the last several years.

Many of Directive's clients utilize the agency to run digital advertising campaigns across Google, Bing, LinkedIn, Twitter, Facebook, Youtube, and other networks. Typically, a client will provide Directive with a strict ad budget. The team works to achieve their client's lead and return on investment goals while adhering to a firm budget cap.

Prior to Shape, Directive utilized pacing equations and scripts to manage client spend. As Directive added more clients, the team found that the time and effort required for budgeting hindered them from managing more than 15 to 20 clients.

Directive realized they needed a budgeting solution that would scale with the company and their clients. They chose Shape to help automate their budgeting processes so the team could focus more time on account optimization and strategy.

## Directive

**Industry:** Marketing & Advertising

**Locations:**

Irvine, CA

Los Angeles, CA

New York City, NY

London, UK

**Size:** 40

## Company Bio

Directive provides enterprise and B2B companies worldwide with expert Search Marketing services. They are a leader in PPC, SEO, content marketing, and social media and are driven by powerful analytics and a dedicated team of specialists. Directive is a proud partner of Google, Bing, Unbounce, Sisense, and Moz.



**Brady Cramm**  
Director of PPC



**Garrett Mehrguth**  
CEO

**"We are able to focus on what really moves the needle for clients instead of worrying about where their spend is. We don't worry about overspending or underspending."**

Brady Cramm  
Directive, Director of PPC

# The Solution

Directive is committed to providing their customers with truly exceptional service and results. As Directive's first PPC employee, Brady Cramm, found himself quickly managing 20 ad accounts. As the number of accounts grew, it became increasingly difficult and stressful for Cramm to balance his time between launching campaigns, testing, budgeting, and reporting. Cramm realized he needed a software solution that could automate repetitive PPC tasks such as budgeting and easily adapt to Directive's growing team.

After implementing Shape, Directive saw improvement almost immediately. When asked about business challenges prior to Shape (overspent PPC budgets, difficulty scaling, time spent budgeting), Brady said: "Shape solved those problems on day one." Since joining Shape in 2015, Directive has reduced the time they spent budgeting by 50%.

11 team members, including account managers, lead PPCs, and PPC strategists use Shape as a hub to monitor and manage digital ad spend. Shape's dashboard helps the team quickly visualize their clients' spends across advertising channels. The team also uses Shape's performance projections to catch potential underspends early on in a client's budget cycle. If a team member identifies that campaigns are not on track to hit their budget target, he or she can push changes to campaign daily budgets, ad group/ad set bids, and keyword bids directly from Shape.

The team relies on Shape's AutoPilot feature as well. AutoPilot tracks campaign costs against a client's budget target. Campaigns are automatically paused before they exceed the budget cap to prevent overspend. At the start of the next budget cycle, AutoPilot will automatically turn the campaigns back on. Directive no longer manually tracks campaign spending across multiple ad platforms or pauses/activates campaigns by hand. "We don't look at it a ton but we use it the most. That's the point of it," said Cramm.

**"Shape is the closest thing there is to insurance for PPC."**

Garrett Mehrguth  
Directive, CEO

## Results

Since implementing Shape, Directive has reduced the time they spend budgeting by more than 50%. With Shape as one piece of their technology stack, the company has grown every year since 2014. The Directive team utilizes the time saved to implement advanced digital advertising strategies, test new channels and features, drive exceptional results, and focus more time on building outstanding customer relationships.

**50%**

Reduction in Hours Spent Budgeting

**6**

Ad Platforms Managed on Shape

**shape**

**Shape.io**

Shape Integrated Software is a PPC budget management software designed to help digital marketing agencies control their advertising spend.

Shape eliminates the headaches and wasted time associated with manual PPC budgeting. Pause campaigns automatically when they near their target budget with AutoPilot. Keep spend on track with custom pacing suggestions using Budget Pacer. And, make data-backed budget recommendations with Budget Booster. Shape integrates with Google Ads, Youtube Ads, Bing Ads, LinkedIn Ads, Twitter Ads, Facebook Ads, Instagram Ads, and Display and Video 360 (fka Doubleclick).