Next&Co Grows Client Billings 10% with Better Budget Tracking

Award-winning agency, Next&Co, reduces pacing-related errors by 80% and grows billings 10% by spending planned budgets more effectively

Next&Co

Industry:
Digital Marketing Agency
Headquarters:
Melbourne, Australia
Team Size:
10

Company Bio:
Next&Co exists to make the digital world a better place. Their goal is to work with clients to define what 'better' looks like and how it can be measured in a digital environment.

The agency's team is comprised of strategists, media buyers, creatives and techies who love what they do and care deeply about the impact their work has within the digital world.

Max Massia
Head of Media

Overview

Next&Co is an award-winning independent performance digital marketing agency focused on making the digital world a better place. The agency, founded in 2010, provides a diverse range of marketing services to mid-to-large size businesses in Australia, including iCare, Pearson, and Sesame Street.

Before using Shape, the team at Next&Co relied on very-manual "frankensteined spreadsheets" to manage digital advertising spend on behalf of their clients.
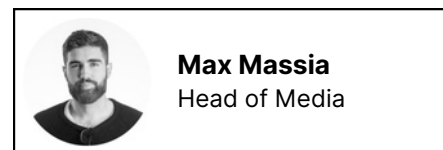
"With Shape.io, we say goodbye to tedious manual checks. We gain invaluable peace of mind by letting the system adjust budgets towards one common goal."

Max Massia
Next&Co, Head of Media

According to the Head of Media at Next&Co, Max Massia, it was "unsustainable, unreliable, and expensive." This process "naturally led to errors, missing data, and was a tremendous waste of time. And all that process was just to "track" our budgets, we still needed to manually adjust budgets in each platform," he said.

Next&Co needed a reliable ad spend tracking solution that: A) enabled the team to manage media spend across many ad channels at scale and B) provided a solution that could automate spend pacing across their clients' entire media plans.

The Solution

After Next&Co onboarded Shape in 2021, the team set a big goal for 2022. The agency's target was to grow media billings by 10%. The highly-skilled team was able to manage significantly more ad accounts than the average media agency, but they knew they needed more automation to achieve their goal.

Using Shape's intuitive PPC spend tracking dashboard, Next&Co has become more efficient at keeping track of media budgets. The team can monitor campaign performance for their clients in a single platform across six ad networks (Google, Microsoft, Facebook, Twitter, Linkedin, and Pinterest).

Next&Co has also implemented two of Shape's most popular automation features: CruiseControl and AutoPilot. CruiseControl uses artificial intelligence to automatically adjust campaign daily budgets and evenly pace media costs, while AutoPilot prevents overspends by pausing campaigns when they hit their target budget.

By eliminating time spent populating tracking spreadsheets and repeating low-value pacing tasks, the team can focus more on the macro-level (strategy) and micro-level (ad and targeting) for clients. "The team is more engaged, and it feels like a huge burden off our shoulders," says Massia.

Results

Since implementing Shape, Next&Co has grown client billings by 10% by spending planned budgets more effectively across campaign flights using Shape. In fact, Next&Co is on track to double billings with their latest client acquisitions. By focusing on fewer (but larger) clients and implementing PPC budget management software, Next&Co is scaling its business as efficiently as possible now, and for years to come.

80%	**6**	**20%**
Reduction in pacing-related errors	Ad platforms Next&Co tracks in Shape	Total increase in client billings

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SEE RETURNS FROM DAY 1

You have to try Shape.io. You will spend more efficiently, get better results, and save time. You'll see the returns from day one.

Max Massia
Next&Co, Head of Media

About Shape

Shape.io—now part of digital marketing performance management platform NinjaCat—makes PPC management software that gives digital advertisers the power to track, control, and scale ad spend profitably.

Advertisers can track cross-channel ad spend by grouping ad campaigns together in custom budgets. Agencies utilize Shape's intuitive dashboard to monitor campaigns across clients, spot trends, and course-correct pacing issues. Intelligent automation features, such as AutoPilot and SmartSync, help advertisers to eliminate budgeting errors before they occur.

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