TEAM BROOKVALE
AUTOMATION SOFTWARE

CASE STUDY

Google & Facebook Marketing API Automation Case study

Background

A marketing service firm with thousands of accounts was deploying Google and Facebook campaigns on behalf of their clients.

Problem

The manual process was error prone and difficult to scale. Ad accounts, campaign images, copy text, URLs and further settings had to be entered manually on Google's and Facebook's campaign deployer interface. Managing sophisticated retargeting campaigns was virtually impossible.

Solution

Team Brookvale offered to plan and develop an automated solution which does not need human intervention. The automated solution is constantly monitoring new orders in the client's system.

Once a new order comes up in the ERP system then the automated system collates all campaign data (images, copy, URLs, budget) and deploys to Google and Facebook's ad platform through their API.

Once the campaigns are live there are a number of sophisticated AI modules monitoring and adjusting the ads for the most efficient delivery possible.

The campaigns are monitored constantly and all analytics and metrics are saved to the company's database which is used for automated reporting.

Campaigns that are underperforming have their campaign settings optimised automatically by AI logic and budgets are moved across campaigns automatically if necessary.

Campaigns that are getting close to overspending their budget or went over budget are paused automatically by the system on Google where lifetime budget is generally not possible to set.

Granular remarketing audiences are created and dynamically assigned to running campaigns.

CASE STUDY

Organic posts are also being created automatically on Facebook, Google My Business, LinkedIn and Twitter.
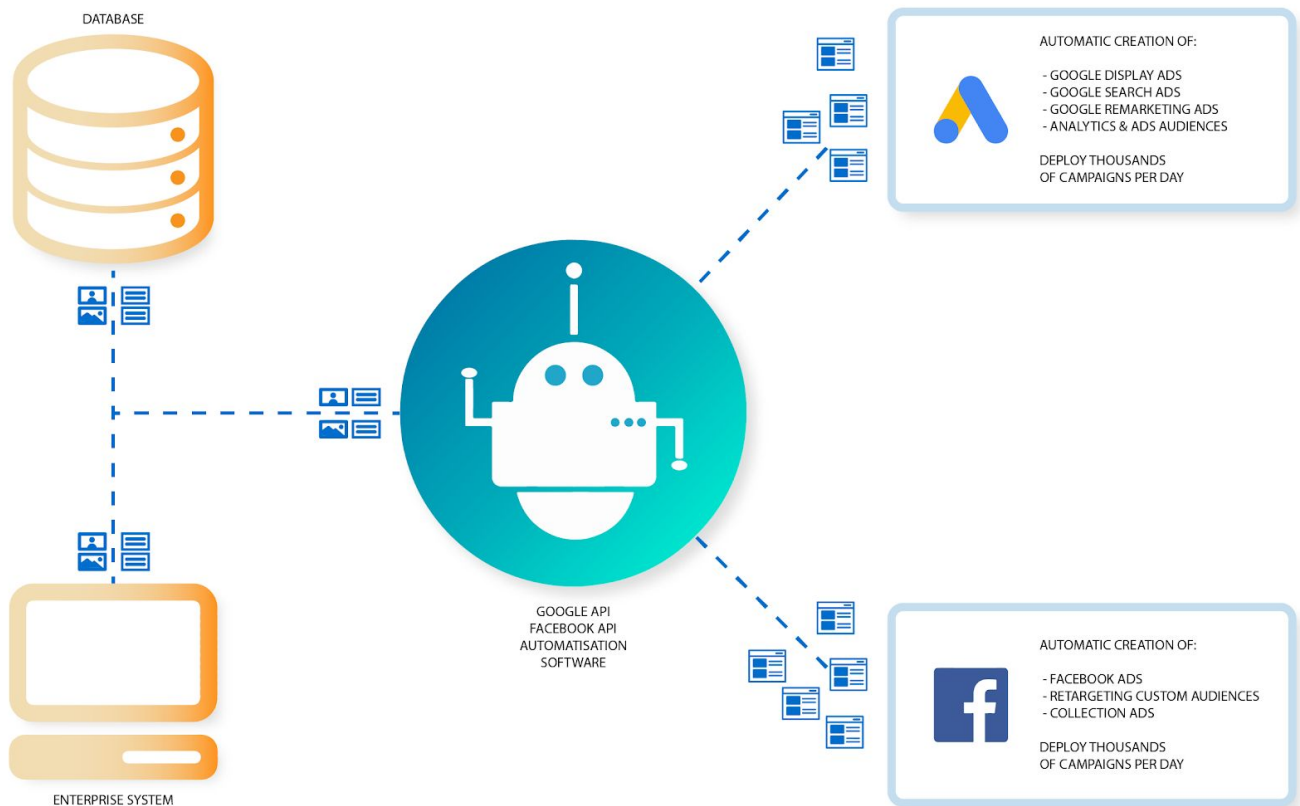
Overview of the campaign deployer automation system

Outcome

All digital marketing campaigns were deployed automatically and the 20 people staff that was doing the manual work could shift their focus to more complex tasks.

The current system can run with one person and the work requires overseeing the automated process and system logs.

The automated system allowed the business to scale significantly. The manual process in the beginning allowed deploying ~200 campaigns per week. Given the automated system had no bottleneck the business could grow without the human factor limitations. Over a couple of months the business grew to deploy ~3,000 campaigns per week.