

Radd Interactive gains time for strategic conversations with auto applied recommendations^{beta}



Radd Interactive

San Diego, CA, USA

<https://raddinteractive.com>

About

Founded in 2008 and based in San Diego, Radd Interactive is a digital agency that helps businesses gain a competitive edge and make a greater impact through search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing. They work primarily with small-to-medium-sized businesses that are looking to improve their online visibility.

The challenge

Radd Interactive has a robust and growing client portfolio. In order to keep expanding, they knew they needed to be able to onboard new clients and have higher-level, more strategic conversations with current clients. However, account managers and analysts on the agency's paid search team were already at capacity, spending much of a typical week on time-intensive account maintenance and optimization tasks.

The approach

In Q4 2019, Radd Interactive began using Google Ads' auto applied recommendations^{beta} to help clients reach their performance goals. The program allows for the right recommendations to be applied at the right time, automatically and in perpetuity. Agencies are provided both a summary email of recommendations applied each week and access to the auto applied recommendations^{beta} control center to view change history and manage enrollment. At first, Radd's analyst team conducted a thorough audit of the recommendations, but as the quarter progressed, the agency began fully trusting and relying on them. "We quickly saw that the recommendations were completely in line with those we would have made ourselves," says Director of Paid Search, Daniel Esquivel.

The agency proactively shares information about the program with their clients to gauge interest and secure buy-in. Esquivel shares, "We've had nothing but positive reactions. Our clients are laser focused on performance, so as long as their accounts are performing, they're fine with an automated program."

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—Daniel Esquivel, Director of Paid Search, Radd Interactive

The results

Throughout Q4, Radd Interactive saw improvements in key Google Ads metrics. All of Radd's Google Ads client accounts now have an optimization score above 90 percent. In addition, the agency estimates they save five hours per week, every week, with auto applied recommendations^{beta} at work in the background. Esquivel notes, "Simple account changes can take up most of someone's day. Auto applied recommendations^{beta} frees up that time so we can focus on what matters: meeting client goals, creating better strategies, and focusing on the future."

Market impact

Auto applied recommendations has made a huge difference for Radd Interactive. The program has given team members time to onboard new clients and better service current ones. "We can now have more meaningful conversations that help us achieve common goals with clients," says Esquivel. Not only has the auto apply program fostered higher-level client conversations and great retention, but it has also helped teams function better. With the time saved, analysts and account managers can collaborate to further optimize client accounts.

"I think all of our clients would prefer an automated strategy with a high level of conversions over a manual strategy that doesn't perform as well. The results speak for themselves, and that's really important."

—Daniel Esquivel, Director of Paid Search, Radd Interactive

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