

Helping agencies to scale their Social business



Good Rebels (formerly Territorio Creativo) is a Digital Transformation Consultancy Agency that helps companies put people at the center, driving innovation by harnessing the power of a strong connection with clients, employees and business partners. We define and implement business strategies based on data, technology and creativity. Founded in 1997, Good Rebels has 100 collaborators across offices in Madrid, Barcelona, Bogotá, Mexico City, Lima and Brighton(UK).

Goal

Good Rebel's goal is to improve the organization within their Social Media team. They have a lot of people each managing several accounts at the same time. Moreover, their number of clients is growing day by day and their demands in terms of different social channels, formats, creatives, campaign objectives are increasing constantly.



+4000
optimized campaigns



40
people are
managing campaigns
(at the same time)

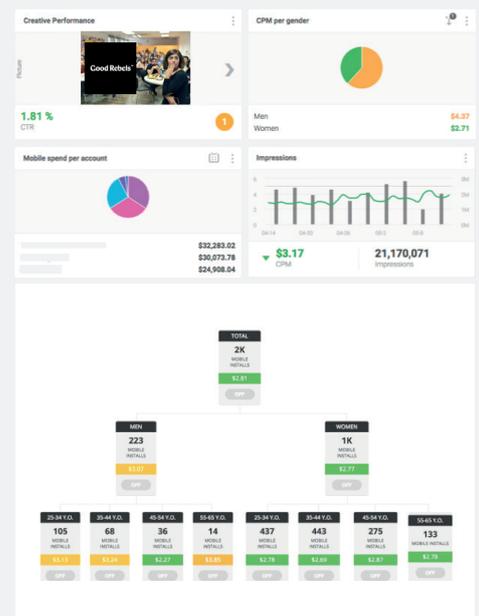


+50
accounts managing

Solution

Use some of our innovative features:

- **Multi-Account management:** They can manage all their Facebook, Twitter and Instagram accounts from just one platform.
- **Simple campaign creation:** Create complex campaigns in 4 simple steps. The user-friendly interface enables them to save a lot of time in management.
- **Axes campaigns:** They can assign creatives to specific ad sets by gender, age, location, and interests in just a few clicks.
- **Optimization campaigns:** Deep optimizations can be done (manually and automatically) in a very specific way which allows them to achieve the best results.
- **Tree vision:** A great general overview of the campaign performance and a very useful tool to use as the starting point of optimizations.
- **Funnel:** Specially for conversion-driven campaigns, it has been very useful to track all the conversion path of the users. This helps to make the right decisions and achieve great results.
- **Helicopter view:** They use our helicopter view feature to get a quick and fully customizable cross-account summary that allows them to see and track their main KPIs.
- **Support team:** The multi language support team is very quick and proactive.



Andrés González Paid Media Consultant at Good Rebels

"MakeMeReach has helped us to save time. It facilitates the optimization process of campaigns and also has a solid support team, making it a vital partner for Good Rebels."

