

# With MakeMeReach, agency life is a dream for IPG Mediabrands

## CASE STUDY



**IPG Mediabrands** is an agency group for the 21st Century. With 10,500 marketing communication, media and technology specialists in over 130 countries, the organisation is committed to providing valuable solutions to the world's top brands.

## The MakeMeReach Platform

In Belgium, the team at IPG Mediabrands use the **MakeMeReach platform** to deliver on their clients' social advertising needs. Working with the solution day-to-day, the agency has come to view it as **a crucial pillar in the value they provide to their clients**.

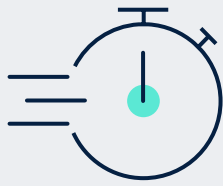


**Joan Lambert**  
Social Strategy &  
Operations Supervisor



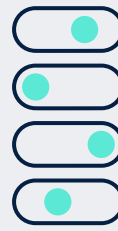
**Zaki Lahbib**  
Social Ads Manager

**Joan and Zaki shared their thoughts on specific benefits driven by MakeMeReach:**



### 50% faster

"With its strong user interface, the process of setting up campaigns is much faster in MakeMeReach - we estimate it's around **50% faster than in Facebook Ads Manager**".



### Simple campaign set-up

"**Setting up a campaign doesn't cause any confusion**, even for the newest members of our team".



### Easy reporting for end clients

"Today, we can easily grant our clients access to their **own ad accounts** and a corresponding **Helicopter View** dashboard, which displays the **live results** of their campaigns' performance".



### Centralized budget management

"Since MakeMeReach **integrates multiple platforms**, we have a **clear and actionable overview of our clients budgets** across social media channels".



### Easy progress tracking

"The 'MakeMeReach objective' feature is **useful to set ourselves metric goals for specific campaigns**, and we are then able to **easily track progress** with color-coding. If any of the metrics are orange, we know we need to look at the campaign performances more closely".



### Bulk creative editing

"We are often managing campaigns with a huge amount of assets, so we're really happy **not having to edit every creative separately**, if ever we find an error while the campaign is running".

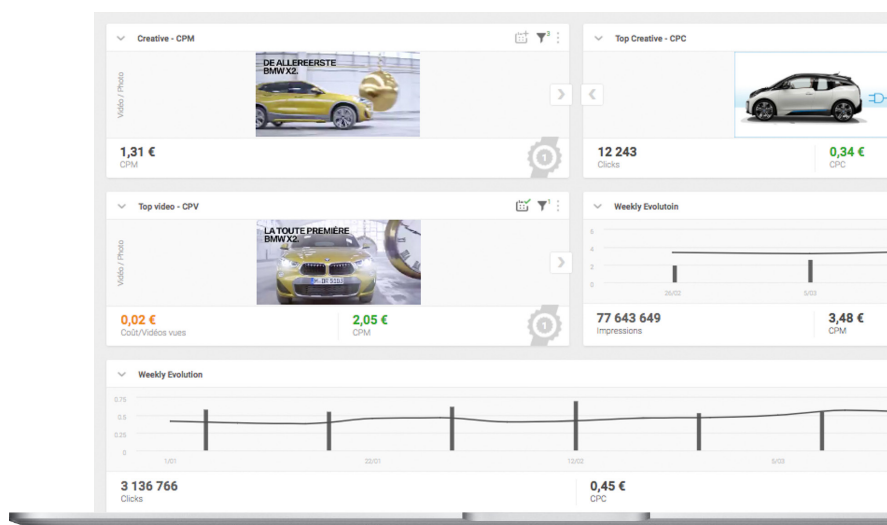
**For IPG Mediabrands, the customizable dashboards and the Automation Center are two particular MakeMeReach features that make these kinds of benefits a reality.**

## Dashboards

Acting as the homepage for each of their client accounts, IPG Mediabrands find the **dashboards in MakeMeReach particularly useful understanding**, at a glance, how a client's campaigns are performing. Dashboards on the platform are **fully customizable**, incorporating a selection of widgets and graphs that IPG choose from, in order to **keep a close eye on the metrics that matter**.



For their client BMW, IPG integrated the MakeMeReach top creatives view into their dashboard. This enabled them to **easily track CPC for each creative in BMW's campaign, and optimize based on the best performing ones**. For this client they also incorporated a graph showing the spend on each social network, to ensure they met the investment expected.



## Automation Center

The MakeMeReach Automation Center has also come in useful, helping IPG Mediabrands to **optimize campaigns over time and reduce manual effort**. One example is for their client Loterie Nationale, who regularly runs time-sensitive campaigns selling lottery tickets.



E-Lotto Maintenance (Jérôme)				
NAME	TARGET	ACTION(S)	CONDITION(S)	TIME RANGE
E-Lotto OFF	Campaign	Turn off Send Email	Week Day in [ Wednesday ] + Time equal '23:15'	Lifetime
E-Lotto ON	Campaign	Send Email Turn on	Week Day in [ Thursday ] + Time equal '23:15'	Lifetime
+ Add rules				
Add rules				
NAME	TARGET	ACTION(S)	CONDITION(S)	TIME RANGE
<input checked="" type="checkbox"/> E-Lotto ON	Campaign	Send Email Turn on	Week Day in [ Thursday ] + Time equal '9:00'	Lifetime
<input checked="" type="checkbox"/> E-Lotto OFF	Campaign	Turn off Send Email	Week Day in [ Wednesday ] + Time equal '23:15'	Lifetime
<input type="checkbox"/> LLC ON	Ad	Send Email Turn on	Week Day in [ Sunday ]	Lifetime
<input type="checkbox"/> E-Lotto OFF	Ad	Turn off		

To reduce manual effort and ensure none of the client's budget goes to waste, IPG set up an automation rule which, every week, switches off the client's campaigns in the early hours of Thursday morning and then reactivates them on Tuesdays. **Automated rules like these give both IPG and the end client peace of mind that the messaging being delivered is always highly relevant.**