# makemereach

# How MakeMeReach powers its agency partners with tigrz.paris & Labelium group

**CASE STUDY**

# LABELIUM

**Labelium** is a digital performance agency with offices in 22 cities around the world. They help their clients drive business growth through **end-to-end data-driven strategies**. They also provide their clients with solutions to accelerate their **e-commerce strategies**, to succeed with product and new market launches, to drive omni channel growth, and more.

## "Part of my role involves providing and implementing the tools my team needs to best serve our agency's clients."

Jules Olivry is the COO & partner at **tigrz.paris**, part of Labelium group.

He started working with MakeMeReach over 5 years ago as part of the teams at two other agencies.
When he launched tigrz.paris, he ran an in-depth study of several different social ads tools. Based on the data, he determined **MakeMeReach was able to deliver better performance** to Labelium's clients than other solutions, **and act as a marketing partner for the global agency in the long-term.**
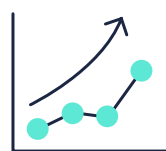
Today, MakeMeReach is part of Labelium's stack, and empowers teams in running top performing campaigns. MakeMeReach also brings the very best of social ads management and optimization to their clients.

## "The better you're able to see and understand, the better you can optimize."

## A partner for your clients

tigrz.paris works with businesses from verticals ranging from fintech to retailers to high-end fashion, and beyond. MakeMeReach is part of the toolkit they offer these clients. tigrz.paris are experts in running social ads, and MakeMeReach offers tools that help their clients go above and beyond when it comes to optimization and efficiency.

The MakeMeReach platform consists of many different pillars to help brands gain in productivity, get more out of their ad spend, and drive more sales.
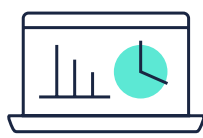
### Custom automation with external data
(third-party trackers, Google Analytics, etc.) offer powerful optimization and help deliver the right ad to the right person at the right time to maximize results.
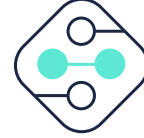
### AI recommendations
that unlock hidden opportunities and insights across networks based on past performance.

### Powerful cross-network reporting and dashboards
deliver both macro and granular perspectives at the same time.

### Flexible data visualization
lets brands shape their data and delivers the correct insights on campaigns.

Overall, MakeMeReach lets brands see exactly what is driving their ads performance and easily optimize based on that information. **One fintech client of tigrz.paris recently saw their cost-per-lead cut in half, thanks to the powerful optimization features on MakeMeReach.**

MakeMeReach also delivers a high level of efficiency. tigrz.paris has found MakeMeReach to be an especially strong asset for brands working internationally. The ability to manage **multiple networks, accounts, and territories all in one place,** not to mention the advanced roles and permissions that can be set up on the platform, make it easier to transparently manage workflows and reporting even across several countries.

tigrz.paris recently onboarded a high-end fashion client working in 12 countries who especially appreciated the ability to monitor all their campaign statistics both in individual countries and across territories at all times—including statistics from third-party integrations. Access to MakeMeReach dashboards means they no longer have to request analytics from their agency and wait on reports: **everything is there in real time.**

As an agency marketing partner, MakeMeReach is also committed to developing the **specific tools and features** needed by agency clients to perform at their optimal best.

## "It simplifies our day-to-day work and leaves us with more time to dedicate to our clients."

## A partner for your teams

One of the biggest benefits of MakeMeReach for the tigrz.paris team is time savings. The powerful dashboard and reporting features on MakeMeReach—as well as tools like naming and tracking automation—save Labelium precious time & unify their clients' campaign structure. **In a study with Labelium UK, the team was able to take care of routine tasks 2.5 times faster than they were able to without MakeMeReach.**

This frees their team to deliver more in-depth service and winning strategies to their clients. And with MakeMeReach taking care of many of the more repetitive optimization tasks, the **Labelium team is also free to determine** where else their clients can better optimize their campaigns and boost performance.

Visualization tools also help Labelium's teams work smarter. **On MakeMeReach, it's easy to visualize all of a client's ads in one tab, making validation of campaigns across networks simple.**

### 2.5
**TIMES FASTER TO TAKE CARE OF ROUTINE TASKS**

## A constantly evolving tech partner

**As a marketing partner, MakeMeReach is committed to adapting to the needs of Labelium and their clients.** MakeMeReach is wherever Labelium needs us to be. We travel to onboard new clients and to **lead trainings on updates, new features, and more.** MakeMeReach puts everything in place to ensure onboarding goes smoothly and the clients' needs are being met.

Most of all, MakeMeReach is committed to growing together with Labelium, both in terms of the technology we provide and the services we offer, as their needs evolve.