Innovative Agency
Looking For The Perfect Partner

Jellyfish

Jellyfish is a full-service digital marketing agency known for their innovative solutions and customer-centric approach. When they started to look for a partner to help take their Facebook and Instagram offering to the next level, they didn't want to compromise on quality, innovation speed or their service level.

"For our clients it's important that we're able to stay ahead of the curve and offer the latest and best features from Facebook" explains **Jai Amin, PPC Director at Jellyfish.** *"Smartly.io offers tools and amazing service to support us in our mission. They are very knowledgeable, great to work with, and feel like an extension of our team."*

Lead Generation For A Large Education Client

One of Jellyfish's client, a leader in online education, partners with Jellyfish for all of their paid media efforts and online presence. The client's lead generation strategy, which is at the forefront of digital marketing industry, integrates paid search, display, and social media campaigns, including Facebook's new Lead Ads.

Challenges started to arise with large ad volumes and hundreds of different degrees to advertise,: *"We needed to adjust ad set budgets within each campaign based on performance. With around 1,000 active prospecting ad sets, this was a tedious process and could not be completed as frequently as we would have liked."* recalls **Laura Mittelmann, Senior Paid Social Specialist at Jellyfish.**

Efficiencies Through Automatic Budget Management

Smartly.io's Predictive Budget Allocation increased efficiency by automating budget management based on cost-per-lead performance. It forecasts CPL for each audience and product i.e. degree program, and automatically divides budgets optimally between them. With this kind of automation, the adjustments are more frequent and accurate than they ever could be when done manually.

43% More Leads With 27% Lower Cost Per Lead

Increased efficiencies translate directly into measurable results. By automatically allocating budgets, Jellyfish achieved **43% more leads** while simultaneously **cutting down CPL by 27%, month over month.**
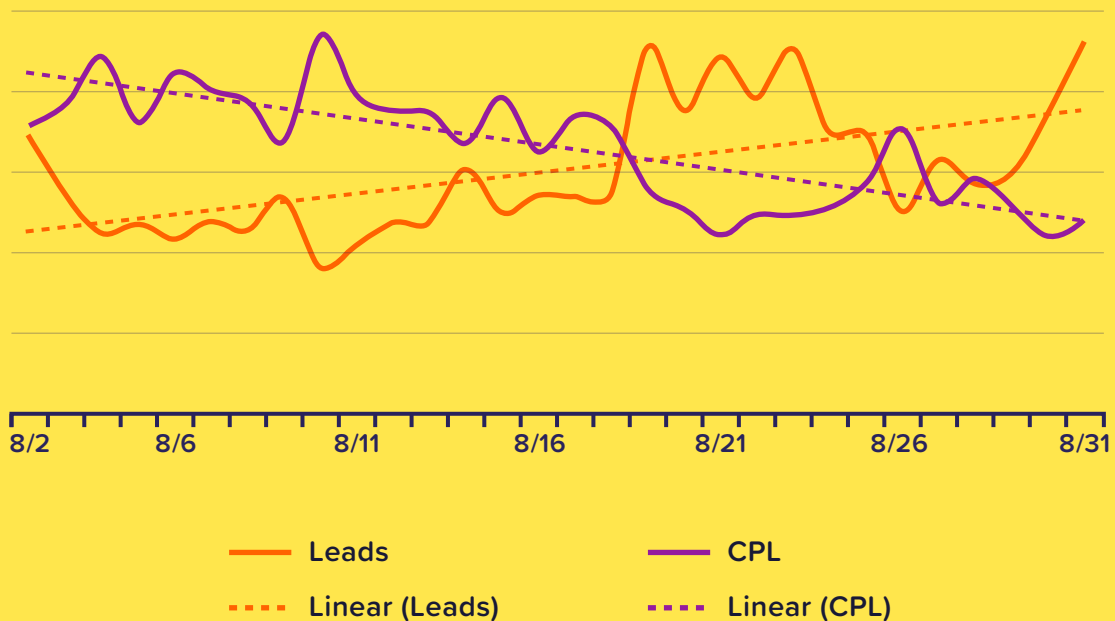
These results are only the start. *"In addition to the improved results, the time we saved allows us to focus on more strategic campaign optimization, ad study testing and creative updates, which will help us realize even better performance in the long term."* Laura Mittelmann explains.

Contact us at info@smartly.io

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We always offer a **14-day free trial** and no minimum contract period.

Results

Predictive Budget Allocation
43% More Leads With 27% Lower Cost Per Lead

8/2   8/6   8/11   8/16   8/21   8/26   8/31

Legend:
- Leads
- CPL
- Linear (Leads)
- Linear (CPL)

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