

Cutting Edge Agencies Partner With Smartly.io

“Smartly.io has the most sophisticated capabilities of any tool out there, allowing us to accomplish more for our clients while still being very user friendly, making day-to-day campaign management more efficient, effective and enjoyable.” Chris Root, President, eBoost Consulting,

eBoost Consulting is a full service digital marketing firm established in 2005 in San Diego, CA. They build, optimize and manage highly successful online advertising campaigns. eBoost has been a big proponent of using software to manage Facebook campaigns for several years. Prior to selecting Smartly.io as their tool in 2016, they had tried six different ads management platforms in a quest to find the perfect tool.

Chris Root, President at eBoost Consulting shares the agency’s experiences in partnering with Smartly.io. Read on to uncover why they chose Smartly.io as a tool and how their clients have benefited from the partnership.

Agency Pain Points with Facebook Advertising

Campaign Creation – the overall workflow in Facebook is geared toward beginners creating simple campaigns. Most accounts eBoost takes over from its clients typically have very few ad sets and very few ad variations per ad set. In Smartly.io, creating ad variations and audience variations only takes seconds and it’s easy to set up structured A/B split tests to get accurate results.

Campaign Optimization – in Facebook, you have to tab through multiple screens to see stats and make changes one at a time. In Smartly.io, manual changes are quick with their bulk editing functionality, yet oftentimes we leave the optimization up to their automated systems. These systems do an excellent job of using machine learning algorithms to optimize campaigns based on each client’s unique goals.

Usability – Facebook Ads Manager and Power Editor are both relatively slow and clunky. The system often lags and is cumbersome to use. In stark contrast, Smartly.io is fast, the UX is beautiful, and the architecture of the platform is logical.

Technical / Strategic Support - It’s tough for Facebook to serve the millions of advertisers on a daily basis. Smartly.io, on the other hand, has a 24/5 support team composed of actual account managers and people who know the platform inside and out. The support is not only technical, but tactical in nature. They can offer strategic advice based on what they see working across their spread of clients and they’ve been a huge help as eBoost has grown over the last year.

Quarterly Calls with Smartly.io’s Dedicated Account Manager - Strategic planning for high-priority clients and a chance to learn and give feedback. The account manager advises on new strategies and platform features, how/when to use them.

Partnership with Smartly.io is about being side-by-side with the leaders in the industry and staying on the cutting edge both for the agency’s clients and for the agency itself. Smartly.io makes eBoost more profitable as an agency and helps us deliver on our promise to our clients to be the best in the business for them.

Contact us at info@smartly.io

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

Why Does eBoost Use Smartly.io Instead of Managing Campaigns in Facebook?

eBoost's two primary motivations are to achieve the best results for its clients and to do it profitably so that they can grow their agency. This means being both efficient and effective – Smartly.io has a direct impact on both of those. The platform decreases the time it takes to set up new campaigns by streamlining the workflow. It enables to set up complex campaigns in fewer steps vs Facebook Ads Manager. Smartly.io improves the performance of our campaigns by automating much of the day-to-day optimization tasks like budget changes, bid updates, and ad rotation.

The key benefits of Using Smartly.io

Smartly.io enables eBoost to grow quickly – the platform is easy to learn for new eBoost team members and the 24/5 support team is very helpful.

Transfer learnings between accounts – copy audiences and entire campaigns between two completely separate accounts, saving hours of manual work. View reporting metrics to compare stats across the entire client base and apply learnings to improve campaign performance.

Smartly.io improves client performance by reducing human error. Automating as much of the processes as possible eliminates the inevitable human errors associated with manual work.

Less clicks, more automation. The Predictive Budget Allocation feature is applied to nearly every account to automatically distribute budget toward the campaigns with the best performance. The Smartly.io Creative Optimization functionality helps test creative with more than eight ads per ad set. This overrides Facebook's tendency to cut ads too soon before giving them a chance to perform.

Results. eBoost has seen tremendous results for its clients when using Smartly.io. It is an essential tool for clients of all spend sizes as each of those customers benefit from different Smartly.io features.

Campaign Success Stories from eBoost

An ecommerce client: spends \$5000/mo generates over 2,000% ROAS continuously through Dynamic Ads on Smartly.io. The Dynamic Image Template feature for automating ad creation has allowed eBoost to test multiple formats to find the highest converting creatives.

A B2B lead generation client: scaled smoothly from \$2000/mo to \$50 000/mo over the course of a few months. Their cost per lead stayed steady thanks in part to Smartly.io's Predictive Budget Allocation feature that ensured spend was always going to the best performing audiences. eBoost was able to quickly analyze results and create new ad sets to increase the total audience size across the campaigns.

A local business with over 30 franchise locations across Southern California runs hyper-localized ads through Smartly.io. They set up a location feed with custom images and used Smartly.io's Automated Ads functionality to create relevant ads for customers near each location. This improved CTRs and increased in-store visits.

A small ecommerce client had never seen positive ROI from Facebook Ads but were willing to give it a try. With Smartly.io's Creative Rotation functionality, eBoost were able to test hundreds of creatives to find the ones that drove revenue. The campaigns hit over 500% ROAS in the first month and have started scaling up ad spend since.

Contact us at info@smartly.io

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

