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How Brax Helps Tophatter Cut Through “Analysis Paralysis” & Reduce Campaign Management Time by 50%

SUCCESS STORY



“Brax allows us to spend less time maintaining the status quo with our ad campaigns, so we can spend more time finding true growth opportunities that will make a big impact.”



KEVIN BUENSUCESO,
GROWTH TEAM, TOPHATTER

Tophatter Inc is a trailblazer in the mobile discovery shopping space—helping customers discover new products, save money, and have a great online shopping experience.

HIGHLIGHTS

CHALLENGES

- Identifying the metrics that matter and combating “analysis paralysis”
- Managing dozens of ad campaigns & finding time for optimization
- Aggregating native data from across multiple different channels

SOLUTION

- Custom calculated metrics to clearly and accurately track numbers related to revenue goals
- Offline sales data integration & aggregate reporting and management
- Creative Library for easy ad creative organization and reuse

RESULTS

- Tasks that used to take 30+ minutes automatically completed in seconds
- Ad campaign upkeep time reduced by 50% or more
- Clear metrics that pave the way for easy optimization decisions

Challenges

MANAGING DOZENS OF CAMPAIGNS ACROSS MULTIPLE NATIVE AD NETWORKS

For a customer-first company like Tophatter, there’s nothing more important than gaining deeper user insights. Clear and precise key metrics tell stories about what users want, how Tophatter can improve their service, and ultimately how they can benefit their bottom line.

But with so many metrics available from so many sources, focusing on the performance markers that matter most can be a challenge. Kevin Buensuceso, a member of Tophatter’s Growth Team, calls this “analysis paralysis.”

“It can be difficult to get at the right metrics if you’re looking at each individual advertiser dashboard. There’s so much data coming through and some of that data is useful. Some of it isn’t. The stuff that isn’t muddies the entire narrative of your numbers,” he says.

To combat “analysis paralysis,” Kevin and his team used to spend hours sifting through data, trying to identify the performance metrics that would help them achieve their revenue-based goals. Unfortunately, analyzing and aggregating all of this data was too time-consuming to do as regularly as they needed to.

They had too many other balls in the air, including dozens of ad campaigns across multiple channels such as Yahoo and Taboola. Managing these campaigns was eating up all of their time.

“Prior to Brax, we were using a lot of the native channel dashboards. Setting up and managing campaigns across each of those dashboards was definitely not the most efficient use of our time,” Kevin explains.

“When we’re managing dozens of ad campaigns on different native channels, we want to try and keep our day-to-day maintenance to a minimum. That way we can focus on things that move the needle for our company,” he adds.

Logging into each channel and setting up campaigns from scratch week after week was taking hours away from other important tasks that the marketing team wanted to focus their attention on.



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Solution

CLEAR, GOAL-ORIENTED METRICS TO COMBAT “ANALYSIS PARALYSIS”

Brax helps Kevin and his team sift through the “dirty data” to find the metrics that matter for revenue and conversions. During setup, they defined their tracking tags. Since then, they’ve been automatically fed a steady stream of accurate, consistent data.

“The simplicity of Brax is one of the main appeals. It’s a strong but easy-to-use bridge that connects us with our network,” Kevin says.

“With Brax, we’re able to set up metrics that show us clear conversion events—the most impactful metrics for our business. Now we have at-a-glance insights that tell a cohesive narrative about our campaigns and how they’re performing,” he adds.

Brax also connects with the other systems that Kevin and his team rely on and aggregates native advertising data from multiple channels into one interface.

“Brax allows us to import data from other systems and compare data across different channels in an apples-to-apples fashion. This helps us compare how native as a whole is performing for our company,” he explains.

For example, instead of comparing Taboola ads against Taboola ads in the Taboola dashboard, they can use Brax to compare ad performance across every channel they use.

Kevin and his team now use Brax on a daily basis as part of their ongoing optimization efforts.

“Looking at different creatives and seeing which ones drive performance in particular metrics, which ones might be worth turning off and which ones are worth keeping gives us a clear way to measure our progress against our goalposts,” he says.

“We’ve also begun leveraging Brax’s optimization rules. By establishing general rules and automating them using Brax’s rules system, we’ve been able to streamline the time it takes to optimize our campaigns,” he adds.

But Brax hasn’t just helped Tophatter save time analyzing, understanding, and executing ad campaign data. It’s also helped them cut down on the time required to manually create and manage new ad campaigns.

“Brax allows us to reduce the manual work required to launch and manage new campaigns. Now, we can do things that used to take half an hour in mere seconds. Brax has helped us manage our time more efficiently,” Kevin says.



“Now we have at-a-glance insights that tell a cohesive narrative about our campaigns and how they’re performing.”

Results

MORE TIME TO DISCOVER OPPORTUNITIES THAT HAVE A BIG IMPACT ON REVENUE

By Kevin’s estimation, Brax has cut the upkeep time required by each campaign in half—and other features have helped streamline different time-consuming processes even further.

“From an opportunity cost perspective, if we were using native dashboards instead of Brax, we’d be spending far more time analyzing data and agonizing over optimization decisions, and far less time actually finding growth opportunities for our business,” he explains.

“For example, compiling all of the information that we have in the Publisher Performance Tab used to take us a lot of time. Brax has reduced the time it takes to perform these manual tasks by anywhere from 50–80%,” he says.

These time savings have played a significant role in Kevin and his team's ability to scout out growth opportunities for Tophatter.

"Brax allows us to spend less time maintaining the status quo with our ad campaigns, so we can spend more time finding true growth opportunities that will make a big impact," he says. "Basically, it frees up our time so we can investigate the kinds of users we're getting from each channel."

Those customer insights have long been the secret to Tophatter's success, and Kevin is confident that they'll continue to be valuable in the years to come.

"At the end of the day, you're not going to run a successful company by maintaining the status quo. You need to find things that change the game for you and your team. That's Brax's biggest strength—it simply gives us more time to do that," Kevin says.



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A man with glasses and a light-colored shirt stands in the center of a meeting room, holding a large sheet of paper. He is addressing a group of people seated around a long table. The room has a modern, geometric design with white walls and a large window. The scene is overlaid with a semi-transparent purple filter.

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**Say goodbye to analysis paralysis
and focus on the insights that
matter most, with Brax.**

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