

# Saving time while mastering the details: The Search Agency discovers insight at scale with executive reporting from DoubleClick Search

"Search is our middle name." That's the motto of The Search Agency, a major global online marketing firm based in Los Angeles, with offices around the world. The Search Agency takes a holistic approach to marketing, combining high-tech and high-touch strategies to help clients reach potential customers online—and then measures the results. To save time and more quickly glean industry-level insights from its large client base, The Search Agency adopted executive reporting from DoubleClick™ Search.

## Finding insights at scale in a global agency

With hundreds of clients globally, The Search Agency's business leaders were finding it increasingly difficult to keep an eye on the health of their business. "As a manager, looking at the entire agency, it's impossible to know what's going on in every account at every moment," says Delia Perez, Sr. Vice President, Account Delivery & Strategy.

The team needed a way to get the big picture—fast. They also had to have details such as monthly and quarterly reports of all the agency's business, aggregated for industries or individual clients, with in-depth costs by month, quarter or device.

"That kind of detail is essential for day-to-day work, but also for quick KPIs," says Wiratunga. "If I'm walking into a board room with my department leads about a certain client or if I get called into a meeting with 15 minutes to prep, I need a way to see—on the fly—exactly what's happening with an account and all of its issues."

## Flexible, accurate performance data on the fly

Today executive reporting from DoubleClick Search simplifies life for The Search Agency and its global teams. Monthly and quarterly reports appear automatically, and deep dives can be done directly from the dashboard based on clients, date ranges or any other metric needed. With manual processes removed, there are fewer chances for error and more certainty about the data.

Executive reporting is a new module inside DoubleClick Search that lets marketers view any of their campaign data, across advertisers and engines, segmented as needed. Data is presented in an easy-to-understand, visual format that can be shared with the whole team. All reporting appears in the standard UI, with no need for aggregations or downloads.



[www.thesearchagency.com](http://www.thesearchagency.com)

The Search Agency, a global online marketing firm and the largest independent U.S. search marketing agency, combines high-tech and high-touch strategies to help marketers engage their customers online and measure ROI beyond a reasonable doubt.



## Goal

- Understand business health quickly
- Prepare for account escalations in minutes
- Eliminate time-consuming monthly and quarterly reporting



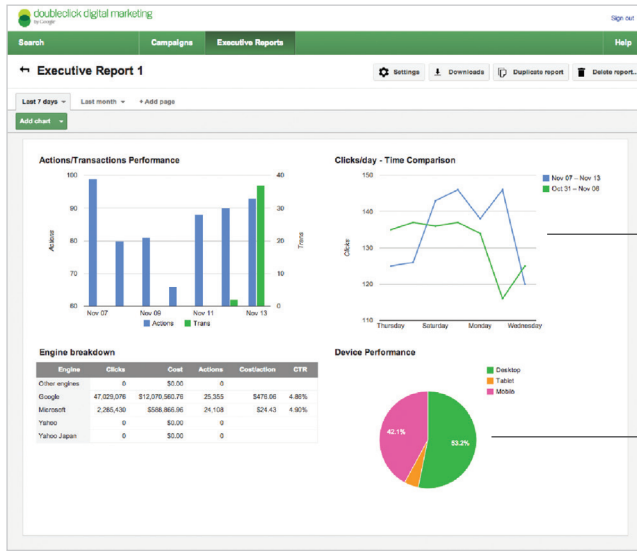
## Approach

- Implement executive reporting from DoubleClick Search



## Results

- Multiple hours saved each month and quarter
- Enhanced preparation on short notice
- Time spent on reporting execution shifted to account strategy



Track changes in performance over time

Report on devices across advertiser and customer segments

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– Delia Perez,  
Senior Vice President,  
Account Delivery and Strategy  
The Search Agency

The Search Agency’s management team was able to take advantage of executive reporting to replace cumbersome manual work. They used to pull reports from different search engines, then normalize and aggregate them before building pivot tables and finally dumping the data into macro-enabled spreadsheets.

Executive reporting eliminates these tasks, with the added benefit that the very latest top-level information is always available on short notice. For instance, a manager might check exactly how many clicks an account has hour by hour over the last week, or day by day over the last month, and compare that to other data such as conversions or changing results on tablets vs. laptops.

“Before, I would log on to the account at the last minute and try to pull data myself,” says Perez. “Looking at the executive reporting dashboard instead saves me a huge amount of time and sanity.”

### Time savings, peace of mind and preparedness

The Search Agency sees benefits from executive reporting span such areas as ease of use, time savings and strategic preparedness. In addition, the team reduced the chances for error from manual processes—and thus reduced the time wasted in double-checking results.

And time the staff was spending on crunching numbers can now be spent on helping clients win their marketing battles. Delia Perez says the system saves her team multiple hours at the end of each month and each quarter.

“More important, when time is short, I’m much more prepared today than I was in the past to jump in and talk intelligently about our accounts,” she adds.

“Executive reporting is helping all of us at The Search Agency be better marketers and better managers,” says Perez. “It’s really making a difference.”

## About DoubleClick Search

DoubleClick Search is a search management platform that helps agencies and marketers efficiently manage some of the largest search marketing campaigns in the world, across multiple engines and media channels. Streamlined workflow and powerful reporting features enables buyers to efficiently run campaigns, while strategic bid optimization improves campaign performance. Native integration with the DoubleClick platform allows buyers to manage and track digital campaigns across a single platform, enabling rich, cross-channel buying, reporting and attribution.

[www.doubleclick.com/search](http://www.doubleclick.com/search)