

## AGY47 uses the Google Ads mobile app to boost their efficiency and performance

# AGY47

AGY47 is a leading search and social marketing agency based in the UK.

[www.agy47.com](http://www.agy47.com)



**About Google Ads:** Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at [ads.google.com/home](https://ads.google.com/home).

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### The challenge

AGY47, a leading digital marketing agency, works closely with business leaders to drive exceptional value and growth. They blend customer insights with the science of search performance marketing to deliver real change for brands. They always aim to test the latest tools and techniques to help their clients stay ahead of the game.

### The approach

To manage their client accounts more efficiently, AGY47 used the Google Ads mobile app to take action on the fly. "Last-minute changes are often required and need to be acted on quickly. We use the mobile app to check in on performance on-the-go, as well as make improvements in just one tap with the help of optimization score," said Sarah Williams, Head of Paid Marketing at AGY47.

### The results

By using the mobile app, AGY47 was able to stay connected to their campaigns when they were away from their computers. They were notified about changes in campaign performance and applied critical recommendations — such as adding new keywords and fixing limited budgets — on their phones. The mobile app made it easier for AGY47 to stay on top of new recommendations and keep their accounts organized, saving them 2+ hours per week.

“We never miss a beat with the Google Ads mobile app - it helps us stay connected to our accounts and make critical changes wherever we happen to be.”

-Sarah Williams, Head of Paid Marketing, AGY47

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## 2 hrs

Saved per week

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