

## AdGooroo Insight Instrumental in Agency Pitch

In an intensely competitive digital marketplace, advertising agencies need to stand out among their peers. The Search Works utilized AdGooroo intelligence in their answer to a Request For Proposal, resulting in an award of the business from a large travel client.

### Challenges:

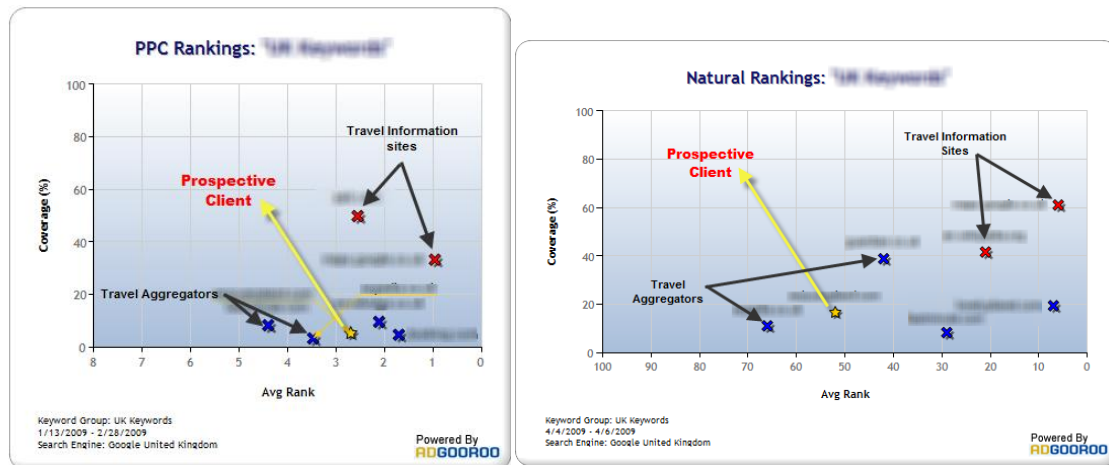
Efficiently devise a stand-out RFP response for a prospect in the highly sought after travel vertical.

- Competitive marketplace showed a marked increase in search activity
- Expose **paid** and **natural** position for prospect and competitors
- Provide actionable counsel consistent with prospect needs, within budget

### Solutions:

The Search Works' search specialists took a proactive approach and added AdGooroo's insights as part of the pitch process.

- Used proprietary technology to analyze performance at the keyword-level
- Made budget recommendations to maximize return based on advertiser business objectives
- Separated high-volume and tail term keywords into a separate bid strategy category



- Graphs and data provided powerful illustrations of exactly how the Search Works could benefit a prospect, extending far beyond the pitch, into day-to-day operations, to exceed business objectives

### Results:

AdGooroo's comprehensive ranking reports in both **paid** and **natural** search, for the targeted prospect and their competitors, provided the necessary competitive advantage.

- ✓ Prospect specifically cited the level of competitive detail and analysis in their decision-making process

### Quote:

"We used AdGooroo recently in a highly competitive pitch for which we were awarded the account. Due to this success and the outstanding customer service we received we plan to extend our partnership with AdGooroo and make it a standard part of our pitch process."

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