

# Project Fibonacci

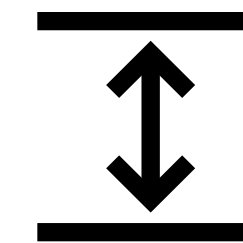


We identified, in our Search Engine Marketing campaigns, that some links were broken – taking a user to an error page on clicking on our ad. We were also buying keywords with low Quality Score.

We developed a solution that pulls AdWords data, processes it at scale, daily, performs automated campaigns optimizations, and sends actionable alerts to agencies, with improvement opportunities.

*We eliminated hundreds of thousands of dollars of inefficient spend on paid search campaigns.*

*And we implemented a business process transformation to ensure this change is sustainable.*



INEFFICIENT SPEND

hundreds of \$k

spend eliminated



# The Team

