



Walk-In Lab sees record months with JumpFly's shift from media execution to strategy



Walk-in Lab + JumpFly
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The challenge

JumpFly was in search of a way to spend more time **working as a strategic partner rather than focusing on granular optimization.**

The approach

Seeing that competition was high on key terms, in 2018 **they shifted much of their client's budget towards fully automated campaigns** (Dynamic Search Ads, Smart Bidding, etc). They also layered in audience lists on Search Campaigns (RLSA).

JumpFly also leveraged attribution tactfully by **initially using a rules-based model to increase conversions, then switching to a data-driven attribution model** once there was enough data.

The results

By automating granular optimization and campaign creation, JumpFly was able to focus more on strategic client initiatives. As a result, they saw a 200% increase in conversion rate and a 149% increase in ROI for RLSA audiences versus first-time site visitors.

Walk-in Lab **continues to see record months of performance since the account was created in 2011.**

Featured solutions:

Audience:

- › Similar Audiences
- › Display Remarketing
- › Search Remarketing
- › YouTube Remarketing

Attribution:

- › Data Driven Attribution
- › Rules Based Attribution

Automation:

- › Target CPA
- › Target ROAS
- › Maximize Conversions
- › Enhanced CPC
- › Dynamic Search Ads
- › Dynamic Remarketing
- › Smart Display Campaigns

“Smart Bidding allows us to spend time on what matters most, and be more strategic for our clients.”

—Nikki Kuhlman, Account Director, JumpFly

30%

Increase in conversions from fully automated campaigns

200%

Increase in Conversion Rate on relevant audiences