

B2B Services: 2x Engagement, 50% Less Cost

InstantTeams struggled to get results on Google AdWords campaigns. Spending more money on live experimentation was not an option. With Junction AI their ads delivered 2x more engagement at 50% less cost!



Challenge

InstantTeams spent precious marketing dollars on campaigns that didn't deliver results.

Their sector is intensely competitive, they need quality inbound engagement by employers searching to build a remote team.

Spending more on the same failing ad strategy was not an option.

Solution

InstantTeams built an AI Audience Model in a single click on Junction AI. The model used their previous campaign data, perfect for testing ads before going live.

They uncovered concepts for their new ad copy by using the AI to analyze competitor ads. By entering Search Ads from competitors, they could capture insights the AI predicted were more likely to be prominent and engage their audience.

The improvement suggestions suggested more focus on employer friendly terms including "hiring solutions" and "workforce solutions".

Results

InstantTeams realized more than **2x ad engagement at less than 50% cost** compared previous campaigns.

Their new Google Search Ads dramatically exceeded sector benchmarks with **65% more engagement at 66% less cost**.

Client Profile

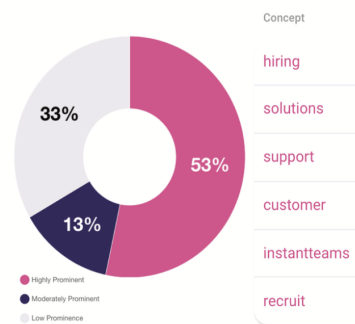


Sector: **B2B Services**

Product used: **Google Ads**

More info: instantteams.com

Audience Reaction



InstantTeams were quickly able to surface copy insights to better target the right traffic, employers. With this information they can now use the insights across all their marketing channels.

Impactful Results

Visit www.junction.ai

or email hello@junction.ai to learn more about how we can help you.



Be Proactive

Insights to guide performance marketing



Take Action

Immediate and actionable analysis



Spend smarter

Drastically reduce time, costs and risk of failure