



**Yoolk**

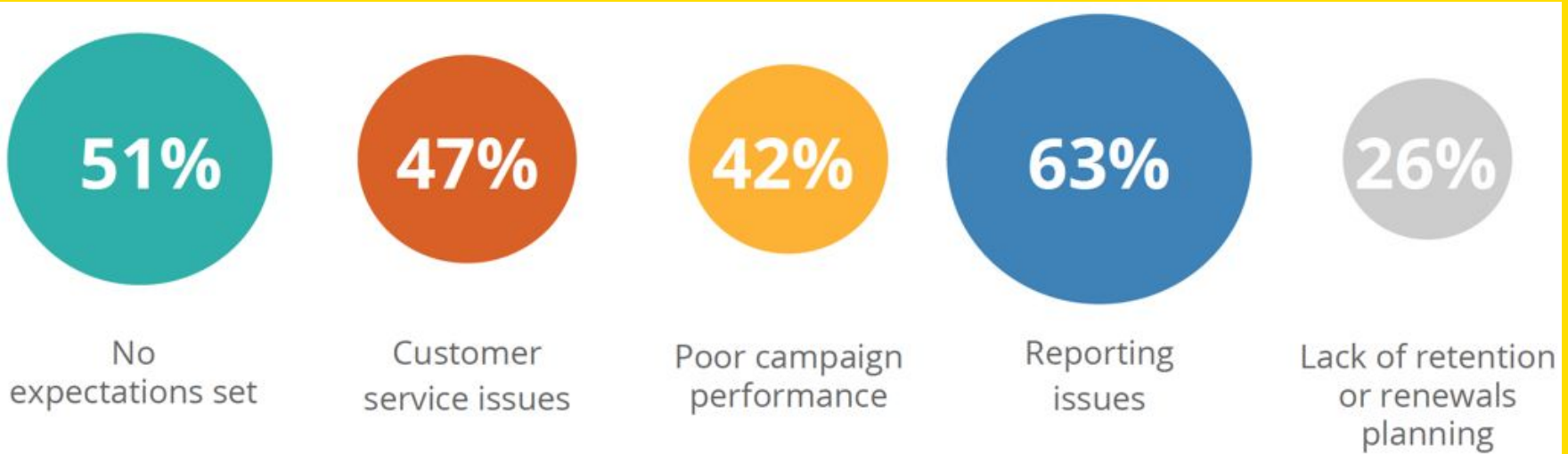
Let's Do Business

**Improving  
Google Adwords  
Customer Retention**


# Background information

If you are Google Partner offer Google Adwords Campaign Service, chances are you may face the same issue as many others like you - **Customer Retention**

According to research done, the top 5 key issues responsible for churn are :-



# Issue on Hand



May not be very profitable to sell Google Campaign

Beside having high churn rate, other related issues you may face:-

- Low Margin
  - High Fulfilment Cost
  - Competition
- Meeting Customer Expectation
  - Regular Reports
  - Campaign Performance



## Is a Productivity issue

Your obvious answer is to Improve Productivity. If you do not have the right tool and run all campaign manually, you most likely have the following productivity issues:-

- You'll need at least 30 minutes to review each campaign performance.
- Unless you don't care about the usability of campaign report, you'll need at least 1 to 3 hours to generate an impressive report for each customer.
- Realistically, your campaign manager can only manage not more than 20 campaigns effectively.
- Most campaign manager have no choice but to reduce the frequency of review and report generation. This affect the campaign performance and effectiveness; thus increasing the churn rate.



## More Issues

But at the same time, other added issues :-

- Low Margin
  - High Fulfilment Cost
  - Competition
- Meeting Customer Expectation
  - Regular Reports
  - Campaign Performance



## **Solution**

## **Yoolk's Google Adwords Reporting Tool (yGART).**

yGART is your campaign manager's faithful Productivity tool. It automates the tedious but yet important tasks of the campaign manager. Free up campaign manager time allowing him/her to focus on task that matters most. yGART has 2 main functionalities

- Alert/notification system
- Comprehensive Reporting
- and.....very affordable and you only pay as you use



## yGART Alert/Notification System

yGART will automatically alert various stakeholder (customer, campaign manager, the sales/service personnel or any interest party) when they need to be notified. Campaign manager will be able to set alert and notification for the following event:-

- Campaign does not perform as plan such as low click through rate etc. Campaign manager only focus on campaign that need their attention.
- Alert Campaign Manager when Cost Per Click is not within setting
- Campaign near to completion; this allow the sales person to contact customer when the campaign is about to end.
- Notify stakeholders (customer, campaign manager and sales personnel) when the campaigns spend less than set % of allocated weekly budget.

Notification system will greatly improve productivity of campaign manager, customer engagement and customer retention.



# yGART Reporting System

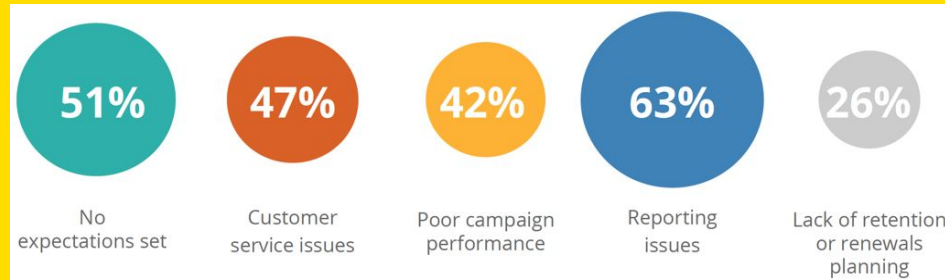
yGART will automatically send report to all stakeholder – customer, campaign manager and the sales/service personnel.

- Report is generated and send automatically. Save time and you never have to worry to miss another promise to your customer again.
- You can configure how often to send the report and who (multiple recipient) should receive the report.
- You can set the type of report that matches your client's expectation; from simple overview to comprehensive reporting.
- Able to switch on/off some “sensitive” data according to need; example Cost per Click.
- All downloaded reports can also be printed in PDF format for easy viewing or combine to your other report.



## yGART Alert/Notification System & Reporting System

- Send professional report on time, every time and...to the intended recipient.
- Alert campaign manager when campaign performance is below expectation
- Alert customer, salesperson and manager when campaign is ending; help to renew your customer contract promptly.
- Maintain consistent customer service level
- Ensure your customer expectations are being met
- Lower your fulfilment/production cost; your campaign manager can handle 100's or 1000's of customer.
- And..... is totally white label to you !



# yGART

## Your answer to Churn and Customer Retention

Clicks received by devices

Impressions received by devices



PDF

See  
Sample  
Report

Location

Malaysia

Conversion Rate (%)

0.00

Network Type

Search Network

381

24,429

1.56

0.00

Please email to [song@yoolk.com](mailto:song@yoolk.com) and ask for a sample report and/or a free trial.



[song@yoolk.com](mailto:song@yoolk.com)