

How The Right Partnership Can Boost Performance

CHALLENGE

A leading Digital Media Company was looking for the right partner to develop and execute its strategic growth plan. Eager to find a match, consulted with Kenshoo, a leading digital advertising technology company, for PPC agency recommendations. The role required expertise in omnichannel solutions and working in an agile environment. A review of White Shark Media's profile by way of Kenshoo revealed a solid understanding of the PPC industry and a swift ability to onboard enterprise partners in a short period. Aligned, they partnered.

HOW WHITE SHARK MEDIA DID IT

White Shark Media's knowledge of online advertising was a critical component of the partnership. Ultimately, their flexibility, engaging Leadership Team, and the myriad of resources confirmed the match. Impressively, White Shark Media successfully transitioned PPC accounts within just a few months with an onboarding process that was seamless and free of any disruption to our White Label Partner's clients.

✔ **Building a specialized Team:** To properly execute their strategy, White Shark Media formed a team dedicated solely to our White Label Partner:

- Two Senior Product Trainers focused on the onboarding & training process to guarantee performance and a flawless workflow
- Assistance from our operations team to build and implement all product/service processes needed to launch the project. This guaranteed a streamlined transition.
- For on-going tasks:
 - 12 Digital Marketing Strategists
 - A Digital Marketing Manager
 - A Tracking Specialist

✔ **White Label Tools:** White Shark Media provided walkthroughs to understand each of the tools, complete functionality, and benefits:

- White Label Academy for Training
- White Label Audit Engine
- White Label Proposal Tool
- Knowledge Base

✔ **Onboarding & On-Going Work Plan:** A separate strategy was determined for the launch vs. management of the partnership.

For a smooth onboarding process, team training aligned to match the specific methodology of account management that our partner portfolio demanded.

- All standard processes were deconstructed and reevaluated from each line of business to match the account's needs.
- Areas of improvement were identified within each project.
- An index of all improved processes was provided to our White Label Partner.
- Each line of business was revised for a leaner structure and efficient turnaround

✔ **Post Onboarding:** Together, the teams developed and implemented a training plan for Sales Representatives to use custom sales enablement tools.

- Access to White Shark Media's custom learning platform provided courses exclusive to our White Label Partner.
- After reviewing industry changes, quarterly optimization goals were adapted to ensure improving portfolio health.
- A focus was given to product construction, optimization strategies, and campaign creation enhancement.
- Scheduled training, feedback, and calibration sessions were set to ensure streamlined product quality.

RESULTS

White Shark Media's swift management and tools helped our White Label Partner improve its sales force and upgraded their client experience. Our Partner team saw exponential growth across all metrics since the partnership with White Shark Media started in June 2020 compared to their previous vendor. A significant YoY performance increase can be seen across the following metrics:

● **CTR improved by 45%**

● **Cost per conversion improved by 21%**

● **Conversion rate improved by 35%**

TESTIMONIAL

"We have been impressed by White Shark Media's level of ownership and ability to quickly adapt to our needs. The synergy between our teams makes us sometimes forget that we're working with an external partner. It feels like White Shark Media's team of experts is an extension of our own team. White Shark Media is the true definition of what a strategic partner is. You can count on their experts to work closely with you and come up with customized solutions. Their proactive approach and business intelligence make a huge difference".

J.V.E

Senior Manager Operations – SEM | Premier Director of Operations