



# Titan Growth saves 2–3 hours per week per employee with auto applied recommendations<sup>beta</sup>

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## Titan Growth

San Diego, CA, USA

[www.titangrowth.com](http://www.titangrowth.com)

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### About

Titan Growth is a San Diego-based digital agency with over 15 years' experience in search engine optimization and paid media advertising. They help businesses boost their online presence and specialize in retail, B2B, tech, SAAS, and travel and hospitality. They're known for their proprietary technology, TitanBOT<sup>®</sup>, a search engine spider that can predict search engine outcomes.

### The challenge

Titan Growth's paid media team was spending a considerable amount of time on seemingly minor but often time-consuming account optimizations. To achieve their goal of customer growth and retention, they knew they needed to allocate more time to strategy. "We wanted to focus on the big picture with our clients and the full-funnel strategy instead of just implementation," shares Rita Stanley, Head of Paid Media at Titan Growth.

### The approach

Titan Growth tested auto applied recommendations<sup>beta</sup> on a small handful of accounts in Q4 of 2019, and by Q1 of 2020, they had opted in their entire portfolio of accounts. Stanley says that the recommendations "help us identify small, but impactful optimizations that don't require a total overhaul of our strategy."

Today, there are three options for auto applied recommendations<sup>beta</sup>. The most basic option covers account maintenance, the second option adds in bidding and keyword optimizations, and the third, most robust option adds in creative optimizations.

Currently, Titan Growth is using the fundamentals option for 10 percent of their clients, and the two more robust options for the remaining 90 percent of clients. They plan to move all accounts to the most robust option in the near future. Stanley shares, "It's really helpful to have ad copy variations automatically suggested to us. That alone saves our team time."

- Near 100% optimization score
- 2–3 hours saved per employee per week

## The results

Since implementing auto applied recommendations<sup>beta</sup>, Titan Growth's optimization score is often near 100 percent. They're also saving 2–3 hours per employee per week on optimizations. Stanley shares, "While the auto applied recommendations feature is fairly new, we're already saving time on implementation, which lets our team step out of our day-to-day optimizations and focus on client strategy and new campaign types. We have more time to communicate with the client, respond to them promptly, and focus on growth."

## Market impact

Titan Growth says the program helps them be a better partner to clients: customer satisfaction and retention numbers are up. Stanley shares, "Our clients are happier than ever. We've been getting very positive feedback on being better communicators, offering testing opportunities, and focusing more on strategy."

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*—Rita Stanley, Head of Paid Media,  
Titan Growth*

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