

CASE STUDY

Code3 Saves 1,000 Agency Hours with Jungle Scout Cobalt

Description

Code3 is a performance-driven, leading digital marketing agency. They accelerate growth for clients across the most powerful platforms to drive results at scale.



Company Website

code3.com



Location

New York, NY



Vertical

Marketing & Advertising



Year Founded

2010



Cobalt has helped us drive results for our clients and has expanded reporting and automation capabilities for our client services and advertising teams.



MARIO VOLPE

Ecommerce Analyst

The Situation

Building reports for a portfolio of clients is a challenge for brand management agencies. It is a time-consuming process especially when every client has different needs. Before implementing Cobalt, Code3 was manually creating custom advertising reports for each client.

The Challenges

Code3 spent **1,000 hours annually** building reports to track key ad metrics.

Code3's clients needed reports that were **customized** to their unique needs.

Code3's clients were logging into **different platforms** to gather reports and insights.

Code3 needed a way to conduct **clear tests** to show the effectiveness of potential advertising strategies.

The Solution **COBALT**

Cobalt allows Code3 to streamline reporting. The agency is able to build a dashboard for each client once and generate reports for each client with a few clicks. Code3 can also provide clients with dashboard access so they can immediately view insights.

Objectives

Cobalt allows Code3 to **share insights** with clients without manually building reports.

Cobalt empowers Code3 to **provide clients with reports tailored to their unique needs.**

Cobalt enables Code3 clients to **log into a single platform** for streamlined reporting.

Cobalt allows Code3 to **share the results of tests with clients** to show the effectiveness of potential advertising strategies.



With Cobalt, clients don't need to log into three different platforms to pull together insights or reporting.



SAM JENNINGS
VP of Operations

The Results

Cobalt enables Code3 to test specific advertising strategies, measure the results, and share outcomes with clients. The platform is so effective that their onboarding process now starts with Cobalt.

Cobalt's Dashboards

saved 1,000 hours

annually across the Code3 portfolio

Cobalt's Rulebooks

increased CPC

efficiency by 16%

for a Code3 client after only 60 days

Cobalt's Rulebooks

increased ROI

by 28%

for a Code3 client after only 60 days

Cobalt's Shelf Intelligence

provides Code3

with powerful

insight

into its clients' share of voice