

Delivering Long Term Success Through a Full-Service Agency Partnership

Our Client

Founded in 2005, Xpress, Inc. has grown into a full-service, nationwide marketing agency focused exclusively on the needs of dentists. Today the business provides every type of marketing dental practices need to attract and retain patients.

The Challenge

Although the team had a good client list and a great track record of success, they were struggling to manage paid media accounts effectively. They needed some additional expertise to support this service offering, and initially looked for someone who could deliver internal training to support staff development and upskill the team.

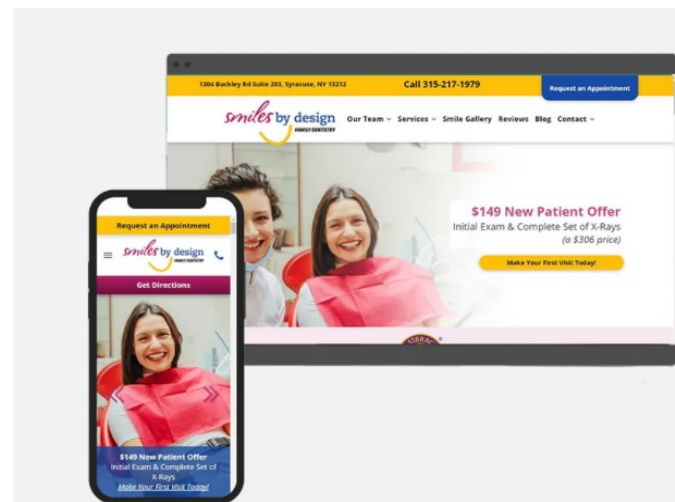
Our Solution

Our client had originally asked our co-founder, Michael Lyjak, to help with this training. Michael had worked for Google as an internal Google Ads trainer, and they were keen to access his expertise. Once the Xpress team started working with Michael, they were keen to develop a more formal relationship.

This was the start of our 3 years (and counting) relationship with the business, working with their team to significantly grow their business, working across their services to improve every key performance indicator.

“Efficiency Marketing has been a key asset in expanding my company. They are responsive, dependable and wicked smart!”

Shawn Kimmel - Xpress Promotion



The Results

When we started working with the team, they were managing 20 accounts. Over the last three years we have helped them grow this client base to over 50 paid media clients.

We have achieved this by listening to the client and using data to increase both sales volumes and the type and quality of each conversion that they were delivering for their clients.

As our relationship developed, we were able to evolve a proprietary lead generation solution by connecting software solutions to create a seamless experience for the end client. This included a feedback loop to ensure that data was continually optimized towards the best and highest revenue-generating keywords and ad copy.

In addition to the great KPIs we have delivered, we have also delivered a number of other benefits, including:

- Reduced administrative time by embedding automation using Zapier
- Standardized conversion tracking across all accounts for accuracy
- Landing Page suggestions to optimize conversion rates
- Implementation of a state-of-the-art budget management system
- Creation of standardized templates to ensure immediate performance gains with multiple predefined strategies based on initial performance.

206%

Increased Ad Spend

1,017%

Increased Conversions

71%

Decreased cost per conversion

238%

Increased conversion rate

"Efficiency Marketing work just like an internal team would. I rely on them heavily for handling all aspects of paid ads delivery from onboard of clients and set up of accounts, maintenance, problem solving and building systems to optimize account and workflow.

Shawn Kimmel - Xpress Promotion

About Us

At Efficiency Marketing we use the experience and knowledge we gained working at Google to help small businesses succeed with their digital marketing. We created the business because Mike realized there was a huge opportunity to showcase the true power of Google Ads.

Now established for three years, we have expanded our staff team to accommodate a lot of the administrative and abstract duties of running a business. Our staff have been hand-picked because they share our commitment to providing outstanding care and attention to our clients.

We reinvest all of our profits back into our systems, ad tech, tools, and software to further elevate the experience and efficiency that we are able to offer through paid media management services. We boast a 95% retention rate and are always striving to keep that at 100%.

