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## Facilitate Search for G2 Direct USA

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### Background

G2 Worldwide is a global brand activation agency network that helps marketers maximize brand commitment. Ranked number five among the top global marketing services agencies, the G2 network operates 70 offices in 52 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble, Pfizer and Volkswagen. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit [www.g2.com](http://www.g2.com).

### Solution

Our specialist Search team provided G2 with a turn key solution to their needs, quickly activating Facilitate Search across all major clients in partnership with their own account teams replacing their incumbent provider in the process.

### Challenge

G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for their clients. Therefore G2 utilizes unique and proprietary tools to gain insight into the consumer's purchase decision journey, from consideration to brand selection. In recent years Search Engine Marketing (Paid Search) has become a much more influential part of large scale blue chip companies' online advertising strategies. As their media agency of choice, it is G2's remit to ensure that all Search activity is fully integrated and managed seamlessly with all other online channel activity.

To avoid optimizing media channels in silos without having a holistic overview across channel performance, G2 was seeking a technology provider that would deliver:

- Rapid activation of SEM activity even on the most complex accounts
- Large scale SEM campaign reporting detailed to keyword level
- A holistic view of de-duplicated sales data generated cross-channel Solution