

# Scaling Social Advertising in Minutes Instead of Hours

Gaia's in-house team of veteran media buyers and planners were experiencing the growing pains of success. The team had expanded its social advertising to the point where it was managing tens of thousands of ads at a time.

The problem? Uploading and targeting those ads using native tools was taking hours. Even when the ads were finally on a native platform, managing, optimizing, and providing reporting on such an enormous number of ads was complicated and inefficient.

## Finding the Right Solution

Gaia's management knew that its team needed a better solution—something that could help its people decrease time spent on campaign logistics, achieve greater scale, and provide better, faster reporting.

After careful review of leading social media advertising platforms, Gaia selected AdParlor for its user experience and best-in-class capabilities, including:

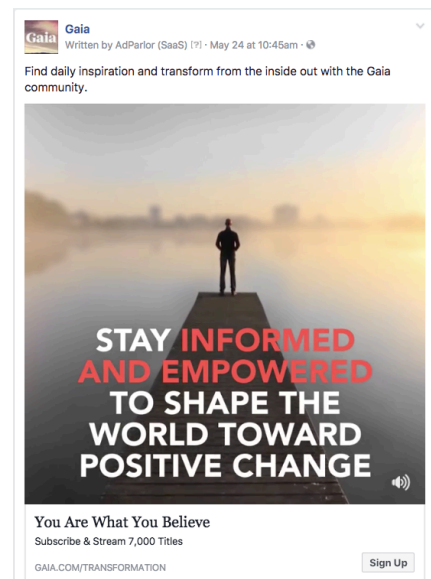
- Fast and flexible bulk upload and management capabilities
- Intuitive and highly customizable reporting
- Automation Engine for automated, rules-based optimization

## Results

Gaia's in-house team immediately decreased the time it was spending creating and managing its ads while also significantly increasing purchases of Gaia's subscription services.

Within a few months the team had achieved:

- 75% reduction in time to create campaigns
- 31% increase in purchases after switching to AdParlor
- 50% savings in time spent adjusting campaign bids
- 60% reduction in time spent generating reports



“When AdParlor says they save users time, they’re not kidding. It used to take us two hours to create a campaign, now it takes just thirty minutes. We’ve cut bidding time by fifty-percent and reduced reporting time by sixty-percent.”

– Michael DuFresne,  
Senior Manager, Online Advertising at Gaia