Google

CASE STUDY

Sokrati's Mobile CRM Creates Customized Ad Audiences From the Hottest Sales Leads

CHUKNU

While many businesses know that investing in the right customer relationship management (CRM) platform is critical for acquiring new customers, marketing and sales experts have begun to see better value in keeping existing customers engaged. Research shows that a brand's established customers are not only more likely to buy and try new products from that brand, they're also more likely to generate more revenue over time.[1]

Sokrati Technologies, a leader in India's digital advertising space since 2009, recently decided to take advantage of the AdWords API's remarketing features to make the most of its existing customer relationships. The company decided to create custom ad audiences for its client base of sales and marketing professionals and tailor them to leads in the CRM.

Transforming India's digital advertising landscape

Today, Sokrati Technologies manages over 35% of India's annual e-commerce advertising spend, and 10% of overall Google ads spend. With hundreds of experts across seven time zones, Sokrati's ability to tap into Indian markets has resulted in growth of nearly 200% in the past three years.

With competencies spanning all channels, including mobile, display, search, social, and remarketing, Sokrati drove over 40 billion ad impressions across India in 2016 and managed over 100 million active ad entities. The company's technical excellence and sales successes are some of the reasons Sokrati is now a Google Premier Partner.

About Sokrati

- Sokrati is India's leading digital ad technology, paid search, and big data analytics firm.
- Headquarters: Pune, India
- sokrati.com

Goals

- Help SMEs enter the digital ad space
- Use CRM data to optimize campaigns

Approach

- Allowed clients to launch ads from within CRM product
- Automated all phases of the ad launch process

Results

- Reduced time to launch digital ads by over 80%
- Practically eliminated the need for manual campaign creation and management

Uniting ads and CRM with Chuknu®

Chuknu is Sokrati's mobile CRM system, bringing the convenience and features of CRM to the mobile space. It is used by thousands of sales professionals for sales management, lead management, and lead scoring to track the most active leads in the system.

Sokrati realized that it would be ideal to launch targeted ads from a mobile CRM. Using CRM data to create customized audiences, Chuknu allows products to be seen at the exact moment active leads are searching for those products—and at the times they're most likely to convert.

With a core client base of small- and medium-sized enterprises (SMEs), Sokrati knew its solution would have to help SMEs enter the digital ad space with minimal technical expertise and setup time. It would also have to use CRM data to auto-optimize campaigns by distinguishing calls from customers who've converted from other organic calls.

Programmatic control with the AdWords API

Chuknu's streamlined workflow incorporates a range of Google services and APIs. After the brief installation process, users create business profiles by answering a few simple questions about their respective verticals and sub-verticals, and then they choose an ad budget.

Once setup is complete, Google API services automate all phases of the ad launch process behind the scenes:

*   **Account creation**
    The GMB API automates creation of Google My Business accounts, while the AdWords API's ManagedCustomerService handles AdWords account creation.

*   **Creating ads, keywords, and campaigns**
    Chuknu contains a template library store, where customized templates are created from the information entered during setup. It then uses the AdWords API's Java client library to create campaign, ad group, ad, and keyword template objects, which are uploaded to AdWords using the BatchJobService.

Related technologies

Want to learn more about the technologies in this case study? Check out the following guides:

*   Google My Business API: developers.google.com/my-business/
*   Managed Customer Service: g.co/adwordsapi/managedcustomerservice
*   Batch Job Service: g.co/adwordsapi/batchjobservice
*   Budget Order Service: g.co/adwordsapi/budgetorderservice
*   Conversion Tracker Service: g.co/adwordsapi/conversiontrackerservice
*   Reports: g.co/adwordsapi/reports

- **Adding an account budget**
  Chuknu sets account budgets to the amount and period specified by the user, using the AdWords API's BudgetOrderService, which also automatically manages budget changes and future budget scheduling.

- **Campaign optimization**
  Chuknu uses results from the AdWords API's rich reporting features to continually optimize spend.

- **Conversion tracking**
  Finally, Chuknu's proprietary heuristic algorithm tracks sales calls to determine if the call is a previous conversion. Once identified, the conversion is uploaded using the ConversionTrackerService, allowing cost-per-acquisition (CPA) optimizations on campaigns.

Digital advertising for all

This unified CRM and online targeted advertising solution has resonated with customers across the spectrum. To date, thousands of SME sales professionals have installed Chuknu, adding over half a million leads to its CRM accounts.

With Chuknu's pre-defined templates, Sokrati's SME customers can launch campaigns themselves without the need for technical expertise or in-depth knowledge of AdWords. On average, Chuknu has reduced the time to launch digital ads by over 80%.

By providing convenience and a low barrier to entry, Sokrati Technologies has empowered India's SMEs to enter the digital space and continue to drive success with their existing customer bases. Now, businesses in India have an all-in-one solution that helps them enhance lifetime customer value by showing the right message to the right customer at the right time.

Source

1 Gallo, Amy, "The Value of Keeping the Right Customers," Harvard Business Review, October 29, 2014, https://hbr.org/2014/10/the-value-of-keeping-the-right-customers.