Advanced recommandation AI unlocks success for Fantom Agency

FANTÔM

Fantom Agency helps SaaS companies scale through paid advertising across networks like Google, Facebook and more. Their expertise has helped both early-stage startups and big players alike grow their businesses.

Luis Camacho, founder of Fantom Agency, is always looking for ways to improve the performance of client campaigns and deliver more value as a forward-thinking digital agency. With this in mind, Fantom decided to add Captain Growth's optimization AI to their toolkit.

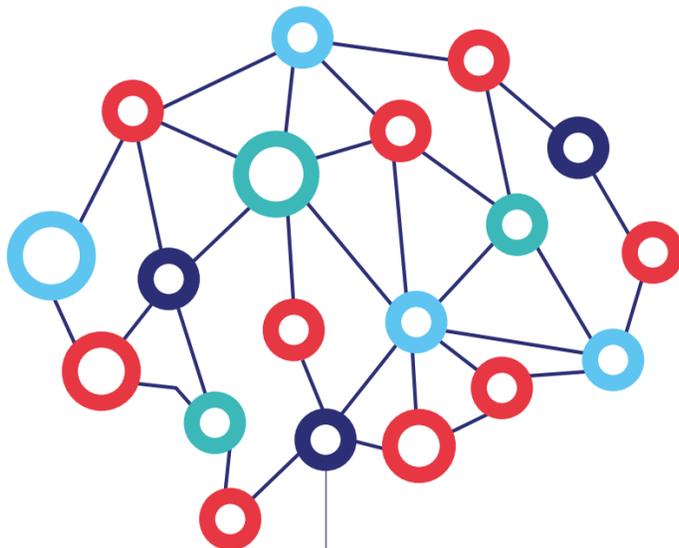## CAPTAIN GROWTH: POWERFUL OPTIMIZATION AI

Captain Growth

Captain Growth analyzes Facebook and Google campaign data and **provides suggestions on what to do next.**

By identifying problems or positive trends to leverage, the algorithm **empowers advertisers to intelligently optimize their ads like never before.** From shifting budget between ad sets to changing creative, each insight is both explained and actionable, so users can **implement suggestions in just a couple of clicks.**

MAJOR BENEFITS

SAVING MONEY

Captain Growth identified many opportunities for Fantom to **save money** on the campaigns they were running for clients. In the case of one Fantom client, using these recommendations, they **decreased the cost per lead (CPL) from $170 to $30.**

82%
REDUCTION OF COST-PER-LEAD

AND TIME

Captain Growth has also saved Fantom countless hours of work. Once the set-up was taken care of, the AI did the rest. Tasks that previously would have relied on hours of reporting, analysis and manual optimization were **accomplished in just a few clicks**.

HOURS & HOURS
OF TIME AND MANUAL EFFORT SAVED

BIDDING

With just a few clicks, Fantom was able to increase bids on a specific time or day according to when their clients' ads were performing best. They were also able to decrease bids and budgets for the underperforming segments identified by Captain Growth, and **ensure their clients' investment wasn't being wasted.**

IDENTIFYING OPPORTUNITIES

Fantom used Captain Growth to **identify opportunities** in their clients' online ad campaigns. By analyzing the data, Captain Growth gives a **full overview of available opportunities,** along with the potential outcome.

On their clients' campaigns, Fantom was for example able to see a projection of Return on Ad Spend (ROAS) by implementing the recommendations provided by Captain Growth. The clarity and measurability of these projections helped Fantom **better plan and analyze their clients campaigns.**

BEST PRACTICES

Captain Growth checks all ad settings and lets users know if something is missing or should be set up differently, **so no detail goes overlooked.**

Luis Camacho, Founder, Fantôm Agency.

"Sometimes I wish I could have one more person on the team to help oversee campaigns and ongoing optimization. Captain Growth acts just like an extra team member. It's almost **like there is always someone watching over your campaigns, every single minute of every single day.**"

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