



CASE STUDY

Yellow NZ Connects Consumers to Local Businesses With the AdWords API



For more than a century, the Yellow Pages have been connecting consumers with local businesses ranging from skillful plumbers to lawyers and dentists. The Yellow Pages concept is so deeply rooted in consumers' minds that today they're turning to the online version of the same trusted source. Studies have shown that "Yellow Pages" is one of the internet's most popular search terms, and Yellow Pages sites consistently rank among the top 50 digital media properties.¹

With a broad digital presence that includes websites, mobile apps, social media, and search engine marketing (SEM), online Yellow Pages drive billions of dollars in advertising revenue globally.²

When New Zealand's [Yellow NZ](#) began offering AdWords campaigns to its customers as part of its product portfolio, the brand's enormous operating scale presented unique challenges that required a technology-driven solution. Yellow NZ found that solution in the powerful automation capabilities of the AdWords API.

Connecting Kiwis with local products and services

Yellow NZ has a long history of growing small- and medium-sized enterprises (SMEs) in New Zealand by connecting Kiwis with local businesses through their Yellow Pages print directories. The company has expanded its services to include online and mobile product offerings, which have helped businesses reach more than 600,000 users each month across its digital network.

Today, Yellow NZ has evolved into one of the largest and most experienced Google Premier Partners in New Zealand. By offering AdWords campaigns as part of its suite of marketing products, the company further empowers New Zealand SMEs to connect with local customers.

About Yellow NZ

- Yellow NZ helps local businesses reach over 1.7 million Kiwis monthly across print, online, and mobile.
- Headquarters: Auckland, New Zealand
- yellow.co.nz

Goals

- Offer AdWords to a large SME customer base at scale
- Automate AdWords tasks for optimal campaign performance

Approach

- Developed in-house AdWords management platform
- Used AdWords API services and reports to automate management of campaigns, budgets, and conversions
- Automatically alerted campaign managers to at-risk accounts

Results

- +6% increase in revenue
- Generated 3M new customer leads for New Zealand SMEs



Driving efficiency at scale

At Yellow NZ's scale, manually handling AdWords account management for thousands of customers would be costly. The brand needed a way to automate its AdWords business to make the service economically viable—specifically, it needed to streamline repetitive tasks that require significant human input, like budget management.

The solution? The efficiency and automation of the AdWords API. James Boult, Yellow NZ's marketing manager for digital acquisitions, said, "The AdWords API is a game-changer. It gives us the ability to provide high value to small businesses in a sustainable way."

Yellow NZ's custom AdWords management platform

To manage its large portfolio of customers, Yellow NZ developed its own AdWords management platform. The platform relies heavily on the AdWords API's reporting features to help campaign managers focus on the accounts that need the most work. With Yellow NZ's system, campaign managers are actively notified when accounts require attention, and an alerting system automatically assigns the work to the relevant manager.

Yellow NZ's system relies on a number of AdWords API reports and services:

- The [Campaign Performance Report](#) monitors campaign performance, including a zero-impression report that alerts campaign managers when a campaign receives no impressions. The report also measures changes in cost-per-acquisition (CPA). If the system detects a significant change in CPA, it alerts the campaign manager.
- The [Final URL Report](#) checks every URL on which a client runs ads. If a URL points to an invalid site, redirects too many times, or times out, the system automatically alerts the relevant campaign managers. This ensures that customers' campaigns don't waste ad budgets.
- The [Account Performance Report](#) helps automate the AdWords presales process by collecting and storing account performance statistics every month and associating them with regions and business categories. This enables Yellow NZ to efficiently provide cost estimates, clicks, and leads to new AdWords customers using information from similar verticals and clients.



- The [BudgetService](#) automates account and [campaign budget management](#), giving analysts more time to optimize their clients' campaigns. This includes monthly and daily budgets as well as adjusting budgets when campaigns are underspending.
- The [OfflineConversionFeedService](#) automates the import of phone call [conversions](#) generated from clients' campaigns into AdWords.

AdWords automation leads to award-winning results

With help from the AdWords API, Yellow NZ's AdWords offering has become more cost-efficient, allowing the company to keep its focus on growing its customers' businesses.

The automated solution has helped Yellow NZ generate nearly 3 million new leads for its clients since 2012, leading to a 6% revenue increase in early 2017. AdWords now comprises 13% of Yellow NZ's total revenue.

With successes like this, it's no surprise that Yellow NZ was awarded the Fastest Growing Premier SMB Partner award for Australia and New Zealand. David Roberts, Yellow NZ's chief sales officer, summed it up best: "Connecting to the AdWords API with our own campaign platform ensures that, together with Google, we can continue our investment at scale to serve New Zealand small businesses with predictable, high-quality results that truly meet our customers' needs."

Sources

- 1 ComScore, "[ComScore Ranks the Top 50 U.S. Digital Media Properties for July 2015](#)," Aug. 2015.
- 2 BIA/Kelsey, "[Global Yellow Pages™ Forecast](#)," Dec. 2011.