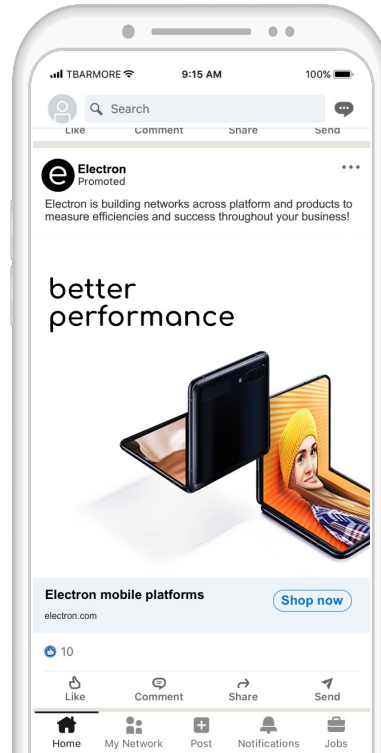# Mediaocean's automated web query tool creates time and spend efficiency

50%
decrease in time spent reporting

100%
budget spent (as compared to 91.5% prior to the implementation of Mediaocean Web Query

Solution	Features	Channel	Client/Vertical
Social Ads Management	Web Query Reporting	LinkedIn	Jellyfish/Tech

🚧 The challenge

A software company was searching for a way to monitor campaign spend and performance in a centralized dashboard with up-to-date, reliable data to track pacing and adjust budgets as needed. Previously, a pacing dashboard was used that required data to be pulled daily from platforms and manually uploaded. This process was time-consuming and left room for error.

💡 The solution

To improve the campaign monitoring procedure, Mediaocean's Web Query capabilities was implemented.

Customized data reports are now imported automatically every morning and are used to accurately and consistently populate the pacing dashboard set up in Google Sheets.

🛠 The results

By implementing Web Query reporting, the brand was able to utilize a reliable source to review pacing, while reducing time spent on reporting. Daily reporting hours were reduced from 1 hour to 30 minutes, reinvesting the saved hours into optimizations and strategy.

With automated reporting, the team was also able to refine campaign budget breakouts, resulting in increased spend efficiency. Prior to implementation, 8.5% of the monthly budget was left unspent, an issue now corrected with the full budget utilized monthly.

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