

## CASE STUDY

# Code3 Saves 1,000 Agency Hours with Downstream & Gains Market Share Insights with Cobalt

## The Situation

Building reports for a portfolio of clients is a challenge for brand management agencies. It is a time-consuming process especially when every client has different needs. Before implementing Downstream, Code3 was manually creating custom advertising reports for each client.

Another challenge for agencies is understanding a client's niche and their market share compared to their competitors. Prior to using Cobalt, Code3 utilized a number of more manual tactics to gauge a client's market. They were looking for concrete data on how the market changed over time and needed a simple and efficient way to gather performance metrics on products, keywords, and competitors.

## Challenges

1

Code3 **spent 1,000 hours** annually building reports to track key ad metrics.

2

Code3 **needed automation** to maximize CPC efficiency and drive incremental sales.

3

Code3 **wanted an efficient way to gather historical data** on their clients' market share.

4

Code3 **manually gathered performance data** for competitors' products.



**Jungle Scout has been extremely impactful and something that we couldn't operate without.**

**SAM JENNINGS**

VP of Operations

## The Customer



## Company Website

[code3.com](https://code3.com)

## Location

New York, NY

## Vertical

Marketing &amp; Advertising

## Year Founded

2010

## Description

Code3 is a performance-driven, leading digital marketing agency. They accelerate growth for clients across the most powerful platforms to drive results at scale.

## The Solution

Downstream allows Code3 to streamline reporting. The agency is able to build a dashboard for each client once and generate reports with a few clicks. Code3 can also provide clients with dashboard access so they can immediately view insights.

Cobalt enables Code3 to evaluate the market share of each client and its closest competitors. This data allows Code3 to better plan ad spend to help brands consistently grow and generate incremental growth around the holidays.

## Objectives



Downstream allows Code3 to **share insights** with clients without manually building reports.

Downstream **automates ad spend**, enabling Code3 to maximize CPC efficiency and RoAS.



Cobalt provides Code3 with **market insights** and **competitive intelligence** for reporting.

Cobalt enables Code3 to **explore category performance** to suggest product opportunities.

## The Results

Downstream enables Code3 to test specific advertising strategies, measure the results, and share outcomes with clients. The platform is so effective that their onboarding process now starts with Downstream.

With Cobalt, Code3 can better understand how a category has evolved over time and benchmark a client's performance against the overall market. This data provides Code3's clients with a value-add in addition to their other services, which has helped improve Code3's client retention.



**Cobalt has helped us understand category landscapes and market share structures about millions of products and brands on Amazon. Cobalt's data has been critical for assessing market opportunities and analyzing competitive intelligence.**

**MARIO VOLPE**  
Ecommerce Analyst

Downstream's Dashboards  
**saved 1,000 hours**  
annually across the Code3 portfolio.

Downstream's Rulebooks  
**increased CPC efficiency by 16%**  
for a Code3 client after only 60 days.

Downstream's Rulebooks  
**increased ROI by 28%**  
for a Code3 client after only 60 days.

**If your agency spends hours on reporting and needs historical insights, Downstream and Cobalt are solutions for you. Schedule a demo at <https://www.junglescout.com/demo/> or <https://www.downstreamimpact.com/demo>.**