

Top Ecommerce Businesses Save Up to 1,000 Hours Annually with Downstream



The Situation

Manually managing advertising campaigns and building reports is a challenge for ecommerce businesses, who must repeat these time-consuming tasks each day, week, or month. Ecommerce businesses need a way to quickly adjust their ad campaigns based on their goals and access data that shows their advertising performance at scale.

The Solution

Downstream's machine learning technology manages campaigns to maximize productivity, reduce error, and increase RoAS by 40% on average. Our highly customizable and sharable dashboards allow ecommerce businesses to evaluate metrics at a brand, keyword, and ASIN level to understand changes in performance.



The Results

★ AGENCY



Downstream has helped us drive results for our clients and has expanded reporting and automation capabilities for our client services and advertising teams.



MARIO VOLPE
Ecommerce Analyst

Code3 saves **1,000 hours** annually on creating reports to measure advertising performance.



Downstream has become the backbone of how we advertise on Amazon, saving us invaluable time with easy DIY reporting tools that anyone can use.



SEAN KINNEY
Lead Advertising Strategist

★ AGENCY



Fulton Imports increases RoAS on campaigns with a RoAS of 200% or less by **\$1.08** on average while lowering **total CPA by \$4.15**

★ BRAND



Downstream enables us to analyze data on a granular level to generate a deeper understanding of our campaign performance.



ANDREAS KREISMAYR
Digital Marketing Manager

Tractive gains back at least **520 hours annually** by creating reports to measure ad performance with Downstream's Dashboards.



The reporting that used to take up 20 hours of my week now only takes one.



NATALIE SHATRO
Senior Digital Media Specialist

★ BRAND



Caleres reclaims up to **988 hours annually** by creating reports to measure performance with Downstream's Dashboards.