LinkedIn Marketing Solutions

Supermetrics' data integration with LinkedIn boosts Atomic 212's productivity by 30%

Atomic 212 is now enabled to deliver greater strategic value for customers

ATOMIC 212°

Industry: Media
No. Of Employees: 1-100
Headquarters: Melbourne, Victoria, Australia

"With Supermetrics, we've accelerated our data reporting and can now better understand our clients' core challenges. Our counsel and client strategies are so much stronger - and we see this in their excellent results on LinkedIn."

Will Ridley
Digital Client Lead, Atomic 212

About Atomic 212

Atomic 212 is one of Australia's leading performance agencies providing media planning and buying services for technology, aviation, retail, and e-commerce brands in the country.

Data and technology form the heart of Atomic 212, with dashboards used daily to guide their clients' paid media strategies on platforms like LinkedIn.

With a 27% growth in LinkedIn Ads projects, Atomic 212 partnered with certified LinkedIn Marketing partner Supermetrics to accelerate data delivery and end-to-end reporting.

Supermetrics' solutions improved Atomic 212's productivity by 30%, empowering its teams to spend more time on developing insights and leading to a better return on investment for campaigns.

Challenge

Atomic 212 needed to scale data reporting to meet increased campaign volume.

- LinkedIn Ads campaign spending grew 27% across all clients year on year.
- Employees spend more than 20 hours weekly on tasks like data extraction, formatting, and visualization.
- Limited time to deep dive into results and provide strategic insights.

Solution

With Supermetrics, Atomic 212 was able to increase productivity by 30%.

- Supermetrics' connector solutions sped up data extraction with data piped automatically from sources like LinkedIn.
- Using Supermetrics, employees could build automated dashboards and eliminate hours of manual work.

Results

- A 30% increase in reporting productivity helped teams spend more time on strategic analysis.
- 20 hours saved weekly per employee, thanks to automated data extraction and visualization.
- Enabled a mindset shift away from operational activities, creating more focus on solving clients' challenges.
- Better insights helped clients across SaaS, Retail, Logistics, and Trade industries improve their cost-per-acquisition (CPA).

With Supermetrics' solutions, Atomic 212 scaled its data reporting productivity by 30%. The agency can now effortlessly meet the 27% increase in LinkedIn Ads campaign projects, enabling teams to spend more time better understanding the data and delivering stronger client recommendations.

30% INCREASE

In reporting productivity.

20 HOURS SAVED

Weekly per employee.

STRONGER RECOMMENDATIONS

That improved campaign cost-efficiencies.