



**CASE STUDY: LOVE COMMUNICATIONS**

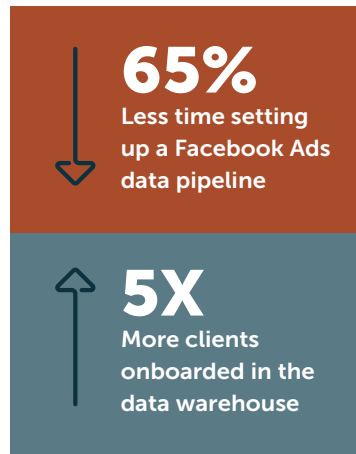
# A Smarter, More Cost-Effective Approach to Transferring Data

## How Love Communications Upscaled Its Facebook Ads Services With Adswerve

Advertising and marketing firm Love Communications works across an extensive range of industries and markets, so it uses Facebook Ads for more than 30 clients at any given time. To conduct advanced Facebook Ads data analysis and create meaningful dashboards, the Love team needed an easy, cost-effective way to transfer client data to BigQuery (their data warehouse) and, subsequently, their dashboarding ecosystem.

The company's in-house team began creating a transfer tool, but it didn't have the bandwidth to build the data pipeline and then manage it long-term, so it began exploring out-of-the-box ETL connectors.

Love Communications sampled several tools but ran into significant issues with the associated cost structures. Many of the services limit the number of transferable accounts to five. And those that go beyond 10 became cost-prohibitive for the agency, which needed the capacity for at least 30 accounts. After trying several tools and attempting to create new cost structures to account for the scaling, the firm concluded that it needed a quicker, more cost-effective API that could work for its lean team.



|| Overall, this tool has been a game-changer for our unique situation as an advertising agency and has significantly upscaled the way we work with Facebook Ads. ||

Love then tapped Adswerve's Data Transfer Services to copy Facebook Ads data into its dashboard ecosystem reliably on a daily basis. They were then able to scale the number of clients onboarded in their data warehouse by 500%. This allowed Love to provide more than 50 dashboard views that weren't possible before.

Now, setting up a Facebook Ads data pipeline takes Love's team 65% less time, allowing employees to spend more time analyzing data and less time transferring it. They're able to provide more value to their clients and offer quicker, more democratized data access to those who need it, when they need it most.

## LOVE COMMUNICATIONS

Love Communications is one of the Western Region's most prominent full-service advertising and marketing firms and boasted capitalized billings of more than \$50 million in 2020. The award-winning communications agency provides excellence in advertising, branding strategy, public relations, content development and social media, digital strategy and marketing, website development and design, and media buying and planning.



As the leading Google Marketing, Analytics and Cloud partner, Adswerve is a team of 200+ media and analytics experts on a mission to humanize data and guide our clients to remarkable outcomes. Headquartered in Denver, Adswerve helps thousands of digital marketers, data analysts and agencies make stronger connections with their customers through successful data-driven strategies.

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