



## CASE STUDY

# AdWords API Success Story—Ji'nan OLSA Brings Real-time Reports and Ads Data to Advertisers



What would be the easiest way to get reports, notifications, and trends data for your ads? How about on your phone or mobile device—anytime, anywhere—through the same popular social and chat services you already use every day? How about integrating real-time reporting and campaign data into your workflow, instead of the other way around? These were some of the questions the engineers and designers at [Ji'nan OLSA](#) asked when they took a fresh look at how to best serve their rapidly expanding customer base in China's fast-paced export trade.

## New ideas for new markets

As an industry-leading full-service internet marketer, Ji'nan OLSA has hundreds of clients who depend on its complete suite of integrated online marketing services to keep them on top in a demanding market environment.

Ji'nan OLSA's customers in China's highly competitive exports sector are more aware than ever of their ads' ROI. For clients like these, traditional communications like monthly reports and phone calls lack the granularity and real-time insights necessary to navigate today's "just in time" manufacturing and supply-chain processes.

Ji'nan OLSA realized it could do more to help its clients stand out from the pack by providing self-serve, real-time ad performance data, empowering advertisers with the agility to make the rapid decisions necessary to succeed in today's challenging business climate.

## Creative minds + powerful tools

Ji'nan OLSA knows that with such formidable business challenges, its advertisers need the ability to track ad spend and performance at any time.

As a Google Premier Partner with over 10 years AdWords experience, it also knows that powerful tools like the AdWords API make new services like these possible.

## About Ji'nan OLSA

- Ji'nan OLSA is an industry-leading full-service internet marketer based in China.
- Shandong, China
- <http://www.s-online.cn/>

## Goals

- Provide self-serve, real-time ad performance data to customers
- Seamlessly integrate reporting and campaign data into customers' workflow

## Approach

- Used AwReporting to automatically download report data
- Implemented WeChat to push reports, notifications, and alerts to customers

## Results

- 80% of customers signed up for WeChat service
- Customer communication workload reduced by over 20%

## The solution

Ji'nan OLSA uses [AwReporting](#), an open source AdWords API reporting tool, to automatically download report data for all its accounts. The report data is stored in a local database, where filtering and analysis are performed based on client specifications.

WeChat is a leading chat platform in China. When customers subscribe to Ji'nan OLSA's WeChat service account, their WeChat ID is stored in Ji'nan OLSA's CRM, which in turn links to the customer's AdWords account.

Once setup is complete, advertisers open WeChat on their mobile devices to see performance data and notifications, including daily, weekly, and monthly reports with trends data, as well as ad optimizations performed by their account manager. Ji'nan OLSA can also push reports, notifications, and alerts as WeChat messages to any customer, based on client-specified notification criteria.

If customers have questions or need help, one click in the user interface sends a call to their dedicated Ji'nan OLSA account manager.

## Increased efficiencies all around

Over 80% of Ji'nan OLSA's customers have already signed up for the real-time messaging service.

"Ji'nan OLSA's AdWords-WeChat integration is so convenient to use. We're able to keep track of ad performance in only a few minutes—a fraction of the time we used to spend. We use it extensively every day," said Qinghua Ding, CEO of Compeq Manufacturing Co., Ltd.

And who else loves Ji'nan OLSA's new WeChat service? Ji'nan OLSA's own account managers, who say their customer communication workload has been reduced by over 20%, freeing them to spend time on client ad optimization and responding to the ever greater demand the service is generating.

## Looking ahead

So what does the future hold for Ji'nan OLSA and the AdWords API? Ji'nan OLSA's engineers are currently working to improve and expand integration of industry analysis and to make navigation of performance data even easier. They're even adding the ability to deposit account budget via the WeChat payment system.

Ji'nan OLSA and the AdWords API—it's what happens when creative minds and powerful tools come together.

## Related technologies

Want to learn more about the technologies in this case study? Check out the following guides:

- AdWords API Report Types: [g.co/adwordsapi/reports](https://g.co/adwordsapi/reports)
- AdWords API Reporting Basics: [g.co/adwordsapi/reporting-basics](https://g.co/adwordsapi/reporting-basics)
- AwReporting: [github.com/googleads/aw-reporting](https://github.com/googleads/aw-reporting)