



CLIENT BACKGROUND

Large CPG Client
Heavy investment in
Agency Keywords
Ensure Value
Ensure Rapid Metric
Updates in actionable
UE



CHALLENGES

No current system to
analyze keyword
utilization in copy assets
Limited Resources to
manually assess



SOLUTION

Embedded computed
property assessing copy
elements
Updates as Keywords
update



OUTCOME

Ability to update and
trigger work based on
metric goals
Count, % utilization,
Unique Keywords #,
frequency of occurrence