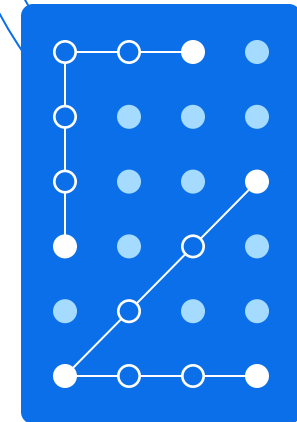


Adtomic by Helium 10

How Adtomic Helped a Leading Badge Holder Brand Save \$30,000 a Year in Agency Fees



At the core of Specialist ID's journey are its founders, Mike and Patrick Barnhill, whose mission is **to be the easiest company to work with for all your badge-related needs.**



SPECIALIST ID®

→ SpecialistID.com

ABOUT SPECIALIST ID

A 7x Inc. 5000 winner, Specialist ID started selling badge holders on eBay 20 years ago and quickly recognized the high demand, embarking on a journey to establish themselves as the “Nike of badge holders”. Amazon emerged as their primary business platform, contributing to 70-80% of their sales. At the core of Specialist ID's journey are its founders, Mike and Patrick Barnhill, whose mission is to be the easiest company to work with for all your badge-related needs.

THE CHALLENGE

Specialist ID's pursuit of profitability prompted them to re-evaluate their advertising strategy. Their aim was to better manage their advertising spend and understand what levers to pull to identify growth while removing inefficient spend. Previous engagement with an agency proved counterproductive, resulting in disorganized and redundant campaigns and excessive spending. Furthermore, there was a need to refine their operations and address internal gaps to sustain growth.

THEIR STRATEGY

In collaboration with Adtomic and utilizing Helium 10's full capabilities, Specialist ID's decision to focus on PPC advertising proved pivotal, enabling them to streamline their ad spending and identify profitable avenues. Adtomic's account management team helped Specialist ID identify and eliminate ineffective keywords. This collaboration brought clarity to campaign performance, enabling reallocating resources to high-performing campaigns and a focus on automation to further save time and resources.

“Previous engagement with an agency proved counterproductive, resulting in disorganized and redundant campaigns and excessive spending...**there was a need to refine their operations and address internal gaps to sustain growth.**”

THE RESULTS

With the help of Adtomic's account management, bid automation capabilities, negative keyword rules, and technology, Specialist ID achieved remarkable results. Notably, they saved \$30,000 annually that they were previously paying to an agency, while getting better results with Adtomic. Most of the work is now automated or reviewed once every two weeks, resulting in significant cost savings and improved efficiency. This achievement demonstrates Adtomic's ability to deliver cost-effective and efficient advertising solutions, allowing Specialist ID to thrive in their niche market.

With Adtomic & the capabilities of Helium 10, Specialist ID's decision to focus on PPC advertising proved pivotal



Adtomic allowed the team to **streamline their ad spend & identify profitable avenues**



Collaboration with the account team brought **clarity to campaign performance & a focus on time-saving automation**



Specialist ID saved **\$30k annually while getting better results with Adtomic**

Ready to **transform your advertising strategy & save money with Adtomic?**

[Book a Demo](#)