

# UberConference and Google Apps Retargeting a Stronger AdRoll



## The right vision for targeted success.

In 2007, three friends—an entrepreneur, a technical prodigy, and a surfing ad tech wizard—saw an opportunity in online advertising: What if the retargeting technology only available to massive companies with equally massive budgets were accessible for companies of all sizes? What if you could make cutting-edge display products both simple and affordable? What if you gave that platform a great UX, transparent reporting, and extensive control over campaigns? They jumped in with both feet and haven't looked back since.

AdRoll, operating beyond a \$150M run rate, has built the most widely used retargeting platform in the world. For those that don't know much about retargeting, this process keeps track of people who visit your site and displays your retargeting ads to them as they visit other sites online. With a 97% customer retention rate, they provide unmatched transparency, performance, and reach across the largest display inventory sources, including Google AdX, Twitter, and Facebook Exchange.

## Simple, clean, and easy solutions.

Dan O'Connell, the Senior Director of Sales, knew that running a large sales organization presented a number of challenges. Their team works a lot with marketing teams so they had a big need to easily get multiple people on a call at the same time. As O'Connell stated, "Here at AdRoll, every one of our advertisers has access to industry-leading retargeting experts. That means on any one phone call, there may be someone from Sales, Account Management, and our Product teams --- not to mention an advertiser's marketing team and agency. UberConference, especially with the Chrome extension, makes it easy for everyone to get on the call at the same time and allows our reps to set up calls on the fly, quickly and easily from their computer, phone, or tablet." The Chrome and Gmail integrations make it easy for Adroll advertisers to right click on any email or phone number and initiate a conference call. "People love helpful and simple tools. UberConference synced with Chrome and Gmail is just that."



## A More Productive Solution

From a sales perspective, having the option to dial into a Google Hangout is key. "The seamless intergration between hosting an audio call with UberConference and a video conference with Google Hangouts has made it dead simple and easy for our sales reps and account managers to engage with prospects and customers." Equipping the company with these powerful tools has truly allowed their team to "no longer have to think about who might be using the 'company' conference line and what PIN number it is...it's easy, smart, and just works. Not to mention it has great hold music!"

**"People love helpful and simple tools. UberConference is just that. You get your own line, it's easy to set up, and the call quality is great. What's not to love?!"**

*Dan O'Connell, Senior Director Sales*

- AdRoll needed a communication solution to accomodate their growing customer base and work seamlessly with Chrome, Gmail, and Hangouts.
- Advertisers at AdRoll are more efficient and have an easier time engaging with prospects and customers.
- UberConference and Google Apps caters to individual customers needs and is easy, smart and works.