

Tiger Pistol Provides the Social Advertising Tool That “Does What Others Can’t” for End-to-End Creative Commerce Agency

The Challenge

An end-to-end creative commerce agency needed a long-term partner to provide a scaled social advertising solution for its multi-location brand customers. The company came to Tiger Pistol following an unsuccessful launch with a different solution.



The Solution and Benefits

Tiger Pistol's Social Advertising Platform for Local provided the agency with the operational efficiency needed to run large-scale local campaigns for its customers. The client noted the following as exceptional benefits of Tiger Pistol's platform over other social advertising platforms.



Insights

Campaigns, metrics, results and key elements could be viewed more easily on Tiger Pistol with everything useful shown all in one place.



Targeting

Geo-location targeting is easier on Tiger Pistol, with the option to pin several radiuses on a map, instead of typing the city or address. In addition to being easier to use, it allows for a map preview to avoid targeting unwanted locations.



Ease of Use

The step by step is clear and only the sections useful for agency campaign managers are on the platform. Other social advertising platforms tend to replicate Facebook's Business Manager, where Tiger Pistol's platform is both more intuitive for the user and takes far less time to set up.



Onboarding

Creating a new profile in Tiger Pistol is easier, with less wait time, as an ad account is created automatically through Tiger Pistol with no need for a creative manager to set up.



Asset Creation

On the creative side, Tiger Pistol allows more customization with copy (emoji, line skip, character count) and visuals (carousel).

The Results

Tiger Pistol enables this client to offer a turnkey program to their customers (end-users), giving each end-user the opportunity to select their product focus each month. This approach allows the client to:

- Get their end-users into market faster
- Take on more business with the same amount of staff
- Quickly pivot creative as offers come out each month
- Bulk pause or edit campaigns

1 Week

To Launch a New Product that Would Typically Take 6+ Months to Build In-House

1,000+

End-locations onboarded

2,000+

Campaigns published in 6 months



Tiger Pistol's Platform is the tool that *does what others can't*. Tiger Pistol has made the process of automated publishing of Facebook ads by the hundreds possible. The tool is constantly evolving and *does what it claims to better than any other platforms* that we have experienced. The reps we work with are wonderful. Very attentive and transparent with any ask they might not be able to answer immediately, but they will always come back with a solution.

Social Advertising Lead,
End-to-end Creative Commerce Agency

