Channel Mastery Podcast, 144: Roy Steves, StatBid

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Kristin: Welcome back, everybody to another episode of the Channel Mastery podcast, I am very proud to introduce my guest to you today, Roy Steves, who is the CEO and Co-founder of StatBid. He is here to talk with us about paid search during a very relevant time of year. This show will be airing September, 2020, and we obviously have cyber Monday, Black Friday, holiday, so many things on the horizon. And I know that the timeframe for all of those will be completely reinvented as everything else has been this year. So Roy is here to offer some clarity on paid search. Welcome to the show!

Roy: Well, thanks so much.

Kristin: It's awesome to have you here. At Verde, our Integrated Services Director, Chris Dickerson, who is just an integral part of my team has highly recommended you and your business partner, Shiloh on so many levels. So it's wonderful to have you with us here today.

Roy: Yeah, absolutely. Yeah, it's always fun when you get to collaborate with somebody who has shared clients.

Kristin: And we do share Outdoor Research is one of our clients. Let's start by having you give a bit of background on yourself and then on StatBid.

Roy: Yeah, absolutely. So my background is actually, in programming. So I got an animation degree, that kind of thing that you'd study if you wanted to go work for Pixar someday, but eventually after that degree I got into e-commerce. I liked the sort of nuts and bolts of business operations, even more than some of the more creative things that I learned in that process. And so out of the gates, I was working at a company that is now known as Build.com, based in the same town that I went to school.

And so that's where I learned how e-commerce operations work. I built a warehouse and an inventory system. We went through a merger with their new parent company and so my career then sort of skipped around a little bit on that programming side and I eventually found my way back to e-commerce specifically in 2010 when I joined Pool Supply World. And so I was in the Sacramento area then and so I was building another warehousing system, but I also built a inventory forecasting, purchasing tools, analytics, attribution, session trackers, all sorts of very technical little bits that I could use to do things that other e-commerce operators couldn't really do because we had a custom framework and I, being the wizard that could cast the right spells on it, could get it to do anything I wanted it to do with enough effort. And so we, as I was building all these systems, I realized that they weren't really doing anything meaningful with Google Ad words at the time, now called Google ads. And so I told my boss, I'm like, why don't you give me like $500 and I'll show you what this is for? I figured how hard could it be? Luckily I was right.

And so he gave me a recurring budget and he said, okay, well spend this, and then we'll see how it looks. And then we'll decide whether or not we want to give you another chunk. And in that first year, we added 30% of the business and we were already a team of 19, doing tens of millions. And so doubling it in, in just a couple of years, propelled me from engineering to CMO. And by our third year, we'd caused enough ripples in the marketplace that we were acquired by Leslie's Pool Supplies, which is the only national brick and mortar chain in that industry. Everyone thinks they're a local little store, that's an intentional appearance, but they are, you know, 900 store plus, a behemoth.

And then I got to play with a very large data set. I found over the course of the first couple of years, I was there that my personality wasn't a great fit for that kind of traditional corporate environment. And the sheer amount of data was very, very fun to play with, but it was discouraging that I couldn't make that data accomplish more things in short periods of time. And that's entirely my biases and my being used to that kind of rapid fire kind of environment. And so I found myself in a position where I could afford to take on a bunch of risk and do something crazy. So I decided to, to start StatBid after some conversations with Shiloh early on, he was also an eCommerce operator at the time.

His background obviously overlaps with Evo, where, where he was president for many years. And so we were both at a sort of point where we're like, okay, well, we've climbed the ladder, in e-commerce, you know, more than once in his case. And so why don't we something else we understand the context better than any other agency operator from, from the retailer side. And then obviously we can translate a lot of that to direct to consumer. A so that's, that's where, where we started. We looked at at the paid search space and at, even in 2010, let alone say 2015, that space was already pretty mature as far as channels go. A lot of the experimentation and the like was going on with, with Facebook or LinkedIn or Instagram and so on, and not a lot of active experimentation was necessary because it was a more mature channel, but that also meant that the vendors in the space were starting to get to complacent in my opinion.

And so it seemed like because paid search agencies are typically paid on a percent of managed spend model they're incentivized to spend as much as they can get away with without being fired. And so every month it's like every month is okay, I know we spent more than you planned may a couple of may, a couple of next month, there'll be different, and it just never is. And so I saw that as an opportunity. And so we came into it, really focusing on a difference of motive because that, that, that percent of spend is so adversarial, like, like if you think about it, like if you've ever read, uh, like Freakonomics or, or listen to their podcast, you're used to thinking in this kind of motivation dictates outcome kind of mindspace. And so we really focus on efficiency of spent, it doesn't make us as good at spending a large amount of money very, very quickly, which sometimes somebody launching a new brand would expect and hope for, but we're way, way more efficient and reliable than some of those other other approaches.

And so you, you find the right tool for the job. And, and we found a niche of client types that we really enjoy working with because we can align our motives and they allow us to manage their money as if it were our own. And, and we, we handle it accordingly. And that has been quite a lot of fun because as my original hypothesis about the market, uh, stated we have been, you know, sort of treated differently than other other vendors, you know, possibly pitching for the same business. Now, the entire space has improved in the past five years. So we have better competitors, which I actually love, than when we first started. But yeah, it's an entirely just a bunch of e-commerce geeks that decided, Hey, we can do better than everyone else. We've seen do this one thing. And we've been doubling down for the past five years. Now.

Kristin: There's two things I have to kind of launch from. That's a really great comprehensive overview in the last five years, leading up to where I'm going in my next question, which is COVID. So hold on, everybody, we are going to get there because ultimately that's what today is all about. It's discovering what needs to happen in terms of approach and motivation now that we have a brand new consumer and a lot of different consumer behavior that we're trying to work with out there, but tell us what you've seen, not necessarily in the past five years, but in the past year prior to COVID. What were some of the main evolutions that you saw in paid search in terms of, as part of a channel mix? Because it seems like the intention of it and the actual instrument of it have evolved.

Roy: Yeah. I think that prior to COVID, you know, so up through maybe January of 2020, the biggest changes within the paid search space were related to automation. So a lot of vendors and to a certain degree ourselves, uh, we're investing heavily into making very smart, uh, very fast, very precise bidding solutions, or at least ones that had really shiny taglines that you can sell against, depending on, on which solutions you're looking at. But Google spending a lot of their resources on their in house automation was really starting to affect the landscape. And so their transitions toward what they call smart campaigns was mixing up the way that that each competitor in an auction was going to bring their, product to market against everyone else. It mostly had to do with, with something that had been very predictable. You know, you enter your bid here, you get your cost per click here, you know, and here's your conversion rate, here's your revenue.

You know, everybody understood this pipeline that was working within paid search. And now Google says, okay, I know it's an auction ultimately under the hood, but what we'd really like you to do is let us manage all of your bids and all of your competitor's bids and, and anyone who stops and thinks about it. That's a wild conflict of interest.

Kristin: It sure is.

Roy: Yeah, exactly. So, I mean, if they're the ones deciding the bids on behalf of competitors, there will never be a situation where that shouldn't be questioned. It can work, you know, Google's operating in good faith, you know, as far as any of us can tell, but their motives, once again, aren't aligned with their promises. And so we have to assume that they are very, very smart. They have a lot of PhDs on their bench working on very clever solutions that aren't quite designed to do what we want them to do. They're designed to make Google a lot of money. And so, so our approach had been very myopically focused on ensuring that the accounts that we were managing were not giving Google money they didn't deserve. And, you know, a lot of things like accidental clicks on mobile apps are, are, you know, classic examples of Google adding a lot of gristle into the sausage. And, and so we were really focusing on trying to improve the quality of the sausage 2020 hits. Now we're just trying to make sure that the grinder keeps going.

Kristin: That's a perfect analogy.

Roy: Yeah. So when, when it first hit everyone's wallets, just Snapchat, like all spending seem to stop. And I don't mean just like client budgets. I mean, shopper budgets, like people just conversion rates tanked, volume tanked all around, you know, mid to late March. And so our first wave of responses was we're all trying to ensure that we were curtailing costs quickly enough to follow that trend and all of that automated bidding that everyone had been investing so heavily into for the past several years had not been prepared for that. That was not a use case that they had in mind. They could not be trained against that sample data because it didn't exist. And, uh, and so, yeah, so we went into the biggest period of uncertainty that the channel has faced that e-commerce in general has faced and doing so at a point where the tools were designed under very different assumptions. And so there's a lot more manual management going on or hit and miss efficiency.

Kristin: Okay. And that's, when you say that, that's not saying at your company, you're seeing industry-wide?

Roy: Yeah. That's the impression that I get at least when, when we compare notes with other players at, in our kind of niche. So there are other small agencies, you know, about our weight class that we're friendly with and while we obviously have to be careful about what we can share. We will regularly share like, you know, what direction the wind seems to be blowing. We'll compare that with what we're hearing from, from our contacts at Google. We'll compare that against what people at large enterprise, you know, marketplaces are seeing and things like that. And so when we start to collect opinions from a bunch of different sources, it becomes a relatively useful anecdotal source of insight.

Kristin: That's fascinating. So I have to say, um, you know, robots and humans together, once again, I don't think we're going to get rid of automation anytime soon, but it really seems like in times of crisis, we all reached for a person. And I think that the more that all of us can, um, just ingrain that in our audiences, that there are people behind these specialty brands, the stronger we're all going to be coming through it. So what does that look like necessarily for you? Because we're here today to really talk about, you know, what are some of the best practices going forward that people should need to really keep an eye on and be disciplined about going through COVID.

Roy: Yeah. I tend to think of it less, um, in the context of best practices. Um, partially because I think that that each account has enough sort of unique context that that one solution won't necessarily work for anyone else, but sort of sibling to that would be knowing what symptoms look like when things are going wrong. And so for us, you know, we do the best we can to sort of keep the car in the middle of the lane, but we spend a lot of energy making sure that we know where the edge of the road is. And that does tend to be something that's more universal. And as I was mentioning in March, when, when, uh, when consumer spending was falling off of a cliff temporarily, obviously, the equivalent there is, is ensuring that that spend comes down as quickly.

And the reason that wouldn't normally happen is you're using some sort of moving average and the moving average doesn't reflect what you can expect from tomorrow's data. And as soon as your data is no longer predictive, then you have to take a look at what data you are using to make those kinds of decisions. For sure. So I think that, yeah, automation, certainly not going anywhere. I am obviously investing a lot of my own personal time into it, let alone the rest of our team or our industry. But the use case that we had been building for doesn't exist anymore. And so now we can't just say, okay, well, the past four weeks plus a comparison to the same period last year is going to give me a good extrapolation for what to expect from the next four weeks.

It's just isn't so, and so that combination of automation that allows us to achieve a statistical rigor that wouldn't otherwise be possible combined with the fact that humans are really good at absorbing a bunch of disparate sources of context. And so we can think about the fact that I know that this date on the calendar is going to have this kind of weird effect, even though we've never had this big sale before or whatever the, the event is, we can make reasonably good guesses about the types of impacts those kinds of events will have. And those are things that you just can't expect from the current generation of automation solutions, because they just can't be trained on the kind of use cases we're facing, because they are unbelievably unique as far as you know, any of the data that we've been collecting for the past decade.

Kristin: Would you say that going forward, Roy, that we're going to continue to see that just kind

of challenging and unpredictability on the horizon, especially through the end of 2020, and probably Q1, I would imagine of 2021, like, what's your gut say about the horizon line and what's leading up to it?

Roy: Yeah, so obviously we're seeing a big influx into e-commerce. After the sort of initial panic of March blew over and people realized the situation they were in and started shopping online to try and fulfill their needs. We're going to keep some of that gain. Some of it is going to go back offline, but not much of it. The thing that I don't think that people are planning for as much as, as I'm trying to is that while 20% year over year gains in August are fantastic. If you're looking at what makes up that 20%, even if next August is still 20% year over year up, I think that the types of products and the type of buying patterns that are adding up to that are going to be different. And that's because the demand cycles right now are not naturally recurring.

They're a response to a new change in behavior from the shoppers and the shoppers changed behavior because of some sort of input, some new information has entered their context and they're making different decisions and behaving differently as a result. And so as that shopper behavior continues to evolve and adapt as those shoppers find new and new rhythms and new priorities in their lives. That's what's going to start to shake out into a new normal, I think we're gonna see continuing gains in e-commerce share overall, but it's not going to stabilize until shoppers start to get into some sort of new routines. And that you're, you're obviously at this point, we're looking at that next summer very likely. So we're anticipating some of the same seasonal behaviors that we've seen in the past, but we're definitely not just saying, okay, well, black Friday is going to be 180% of the previous Friday, you know, that kind of math just isn't going to translate quite as literally as, as it might have in the past.

Kristin: I talk with a lot of people to try and keep the audience of Channel Mastery informed, and obviously Verde's clients. And some of the sales reps I've been connecting with lately have, you know, basically finalized a lot of their pre-seasons and they're looking at about half of the orders and this is apparel and that's what they were forecasting.

So I just wanted to throw that out there that there was a group that approached that several thousand times, I think, and become “a business partner” more than a sales representative to the retailers that they serve. But I'm just throwing that out there as, as one thing to kind of enable us to dig a little bit deeper. It does seem like that is something that we're seeing from the buyer side on wholesale, which to me means there's more opportunity in terms of what people are going to be discovering and purchasing online, but that also could speak to a challenge in the supply chain. So are you navigating that as well for your clients?

Roy: To a certain degree? Um, because we focus on sort of a mid market clients, you know, ones that are typically doing, you know, maybe between 2-200 million a year in and on their site. That's not a hard, fast rule, but it's really where, where we get the most traction. And so within that space, there's a big difference between, the retail players and the direct to consumer players. And so you're talking about the wholesale supply chain on the direct to consumer side. We've definitely seen issues where the demand is there, but the inventory isn't. And so when that happens, then the strategies definitely need to pivot. And, my preference, has been - if we have very broad inventory, you know, thousands of units of each item, then you can do some very loose extrapolations to get an idea of how fast you'll sell through that inventory.

And then the goal becomes tuning your ad spend or pricing if that's a variable that you can manipulate so that you can maximize the margin off of those finite units, if you expect you're going to sell every unit, then you should spend as little as possible to do so. And that's, that's not something that you'd usually hear from a paid search agency. That's paid to spend as much of your money as they can, but realistically, you know, if you're going to sell every unit, then might as well go for a margin maximization, but not every team is set up with the infrastructure required to track that and feed that all the way back to their, their paid search decisions. But you can still black box it pretty well. If you know, you know, this category is going to be affected, cause I won't get that container for under the 90 days, then make those decisions. You know, even, even if they're not as granular as this, you'd have this view, this skew, you can still make those decisions on category levels and still put yourself in a much better position margin wise, by the time you get to the bottom of that box.

Kristin: Right. Okay. That's fantastic. This is a little bit of a segue. So my grandfather was a flying tigers pilot. And so he flew in, you know, every major war up until like, I mean, it's just crazy. So he's passed and I loved his stories when I was growing up because he would talk all about how they used instruments and how to use them analog. They were literally operating these flight instruments and everything you're speaking about is reminding me of that because ultimately everything now is like mechanized and there's technology and you can think about, okay, I'm going to program in Los Angeles to New York. But if I am a tiny bit off course, you're going to end up in like Georgia. Right? Like, so I almost feel like that's what we're talking about here is you're introducing a spotter to, to pull from a climbing bouldering term. Like, but at the same time, it's really important to jockey this closely and watch certain variables to make sure that even a tiny bit off course can make you a huge amount off course during a year when that's really, really a dicey proposition to be really, really of course. I mean more than we are.

Roy: Yeah. I mean, to carry on with the climbing metaphor, there is some good news and that is sure we've gone from top rope to free climb, but some of the same skills are still in play and some of the same strengths that you've developed are still in play. It's just that you can't operate under the same assumptions that you were before, because you don't have that safety net. You don't have thatspotter line. So it’s still drawing from the same playbook though. It's just that we need to be a bit more diligent about it. There were certain, there were a lot of things actually across all of eCommerce that, that we had sort of gotten into routines that they were just sort of on autopilot. You know, you set it and forget it kind of thing.

And that's, that's expected. That should be how things develop. And that's partially because it's, it's already a salt system. It's a mature channel for your business. If, if you already been running, you know, whether it's a marketing channel, whether it's your eCommerce platform, whether it's a supply chain and once you can trust it, you stop thinking about it. Well, now everybody's thinking about every piece all over again, and that can seem overwhelming, but remember, we've already solved this once. We just have different input assumptions at the beginning and the rest of the way that we solve it just has to be a little bit faster, but it's not the first time we've solved it this time. So we can, we can adapt a little bit more readily. And the tricky thing is that we will have to use a combination of more rigor statistically speaking, because there's going to be more noise.

We're going to be seeing a lot more shadows in data and otherwise, and at the same time where you don't have data, we are going to have to rely on, on your, your instinct and your instinct has been trained from all the years of you doing what you do to be, you know, that's what experience means. It means that you don't necessarily remember where you learned it, but it's still true, you know, and then the accumulation of that over years is valuable. And so it feels weird to me as, as a very quant heavy person to be saying that we need both more statistical rigor and to trust our gut. But that's exactly what I'm saying. I'm just saying that we should trust the data first if we have it and backfill with human assumptions because of that ability to digest external context.

Kristin: Right. Okay. That's super helpful. So this is a question that we didn't talk about in our, rehearsal call. So I think you're going to be completely fine with it, but obviously on your website, you have partnership with Google and with Facebook. We've seen Amazon marketing services, especially with their recent report, their earnings report that came out. They obviously are doing quite a solid business there already and we've heard about kind of the Google and Facebook, like stronghold on inventory with, you know, advertising, for example. So do you have anything that you'd like to share with the Channel Mastery audience in terms of like what the impact is going to be going forward with potentially like the trifecta instead of that duopoly?

Roy: Yeah, so I think that Amazon continues to be a completely different beast from our perspective. And part of the reason that we haven't really dipped into that part of the paid search space ourselves is because we're not yet confident that we understand what value Amazon is bringing to the table. Obviously they’ve captured all of these shoppers and they've got them locked up in the back and you have to pay to get access to those shoppers. But then the fact that you're basically getting taxed again, to pay for ads on a closed platform, just something about that sticks in my teeth. And so until their tools mature enough that I can come at it with the same sort of technical sophistication that Google's scripts and API have allowed, I'm still in a wait and see, but I have the luxury of not being a direct to consumer or retail e-commerce operator myself. As an agency I can decide.

We're good at these skills and we're still observing our learning on those skills. So we're going to focus on those. That's not to say that if you're running a direct to consumer site, that you should also ignore Amazon, that may not at all be the case, but they are going to be your biggest competitor and they have utterly destroyed the concept of lifetime value for most e-commerce purchase. Unless it's a replenishable, there just, isn't such a thing as loyalty. Like you can take data from Google analytics if you're, if you're willing to do enough scrubbing, or if you have better data from your order management system, you can look at recurring order rates and you can see the changes of those order rates over time. And yeah, sure, somebody who's purchased from you once might be 30% more likely to purchase from you a second time versus somebody who's new to the site.

But 30% is at a 100%. And I see a lot of assumptions going into brand building that are assuming a hundred percent. Like if we sell them a product they're going to come back and buy from us again and my brand is going to grow. Using my hypothetical number, that's only 30% true, which means it’s 70% false and, and Amazon double dips on that because you don't control the buyer experience, you don't control much of the messaging. You don't own the shopper, you don't own the communication. You don't own the fulfillment, you don't own the experience tip to tail. And so it's not really equivalent to your site. It's, it's basically a glorified E-bay equivalent, but with additional layers of sophistication and a much larger audience.

And so for retailers, it's almost exclusively a threat. Like there are retailers that can, they can buy at rates that make them competitive, and there's a reason for them to go after it. But if you're buying at the same rate as all your competitors, and then you're paying a big portion of that margin to Amazon, Amazon's eventually going to cut you out of the middle as they have again and again and again and again. And so I think that retailers should be very wary of Amazon's motives, but if you see an opportunity and the math works out, that's fine. I'm not saying they're evil. I'm just saying the math has to work out and it rarely does.

For direct to consumer, you have a lot more control. They can't cut out the middle man.

If you are manufacturing the product directly, which does give you an advantage, you still have to worry about things like knock-off products and the like, and there's a whole other subgenre of people that specialize in detecting and combating that. But direct to consumer, at least you control the brand, you control the label on the product. And in that way, you are actually getting a little bit inside your shoppers minds because they have your label on their product when they get it. And so that does help some, but I think that the boom in eCommerce and the fact that Amazon's own fulfillment took a while to sort of catch back up with COVID means that that eCommerce is going to continue to grow faster than Amazon's share of that pie. So there's a lot of reasons to be excited to be in e-commerce even if Amazon is only one part of your, go to market strategy.

Kristin: That's fantastic. That's gold right there. So I also wanted to ask before I let you go, I want to be cognizant of your time. Thank you so much. You've been gracious. Do you have any quick takes on anything you're seeing on the horizon or are kind of hearing inside baseball on around black Friday and Cyber Monday and holiday?

Roy: Yeah. So my concerns about those periods are definitely related to the uncertainty, because a lot of the past years we've been able to look at a year over year difference in momentum coming into those days. And we know what, what black Friday cyber Monday looked like compared to the preceding couple of months and see what, so we've been able to do pretty good forecasting going into it and promo planning around that. The good news is that a lot of those automated bidding solutions, including Google's, but also solutions like sidecar and, and our internal tools and the like are built to assume black Friday and cyber Monday are going to be super weird and not predictive of the following week, but this year is going to be different. And the way that the shopping behaviors kind of play out is going to be different now that the overall shape of the curve at an account wide level or your Google Analytics site-wide level that curve may look familiar, but it's going to be a crap shoot on the Y axis.

And so being able to respond to differences between your expectations and what you're actually measuring is going to be key. If you have a strong confidence in your automated bidding, then fantastic. If it hasn't really gotten into a rhythm yet, I would be, I'd be cautious about continuing to run untested automation into November for sure. If you're preparing ahead of time and you're happy with the performance going into it, and you're ready to make rapid changes during the flow, if things don't play out the way you expected them to, then you should be able to respond to it pretty well. But my biggest advice for doing those sort of flying by the seat of your pants changes is stick to the math though, because our instincts are no better equipped for this, then all the machine learning systems that have been trained on irrelevant data prior to 2020.

So some of our instincts might be a little bit off. So when in doubt, go with chunkier segments, go with less specific assumptions, draw a box around the problem, rather than trying to surgically get in there. You're not going to have enough data. You're not gonna have enough time. And so if you make broad assumptions about the way that you should be interacting with your catalog or your landing pages and treat them as larger groups, then you're going to have larger sample sizes for any of the math that you do. But you're also going to be less likely to chase some patterns that aren't actually there, that can frequently show up in the in smaller sample sizes in short timeframes.

Kristin: I feel like we should title this podcast, the year of a relevant data. Yeah, exactly. But that might be too depressing, so we're not going to do that. So thank you so much. Is there anything that I forgot to ask you because you're such an incredible resource for my peeps? Especially at this time of year. I mean, there's just a lot of like, thankfully we have been trained to be at the ready. I almost feel like we were maybe playing right field. And now we're shortstop just to add one more baseball analogy in there. I don't know where those are coming from today. Forgive me.

Roy: It's all the lack of team sports everywhere else. That is one niche that I have definitely seen take a hit as you might expect. I think that there are two major things you could take a look at in a Google ads account right now to get an idea of whether or not you have a problem on your hands.

And that is by looking at the relative ad spend across devices, so left to their own devices, no pun intended, Google will spend more on mobile than they should. And the reason for that is once again, they have a lot of gristle to toss into that grinder. And so the sausage is an increasingly gristly variety because of that. So while the smart bidding systems do pretty well over long periods of time, you may see inconsistencies.

And so if your mobile rowe is half your computer row, then you probably need to look at manually controlling the bid adjustments under that. And all that means for those who have gotten into the weeds in ads, quite heavily, you can tell Google, Hey, mobile's worth half as much as desktop to me and desktops are worth 20% more than everything else. And with those coefficients, you can then shape your bids around your expected return. And Google does an okay job of that, but if you're running other bidding solutions, other than Google's built in T-rowes or smart bidders, then it's really important that you not forget about those, because otherwise you will just be paying full bill for discount traffic on the mobile slice while your competitors are correctly bidding appropriately. So the rowe should be the same across those devices, unless you have a very unique use case, you know, dollars and dollar.

Into the peak, obviously you're flying by the seat of your pants, but on the other side, just like we did in March, you're going to see a lot of spend. You're gonna see a lot of revenue coming off with black Friday and cyber Monday, make sure you're not spending too much the week after. So starting the day after cyber Monday on that Tuesday, make sure that you are reducing your spend proportional to your anticipated revenue. Otherwise you end up with a pattern that we've dubbed the rain shadow. And that's, one of the more common mistakes that I detect when I do account reviews for folks.

Kristin: And speaking of that, can you tell my amazing community where they can learn more about StatBid and there's a special resource that you have available for them as well.

Roy: Yeah, absolutely. So just like most agencies, we do account audits as part of our prospecting, but who likes getting audited? So we call ours reviews and unlike most of those that are three to five pages of auto-generated, sales fodder, basically that concludes at the end, therefore you should hire us.

Ours are not at all like that. And either myself or our director of account strategy, does the, does the entire review from scratch for each account that we touch. And if you're, you know, a full prospect and you're running the kind of site that we specialize in, sometimes he can get, you know, 20, 30 pages long and they outlined everything that we would do in your account. Everything that we see in your account that, that concerns us. And theoretically you can just run it off and implement it all yourself.

That's kind of our goal. If you don't want to work with us, we hope that you don't need to work with any wellness leader. And so we make a lot of friends that way, but we can also do a sort of lightweight version of that. Even if you're not in the market for an agency, it would probably be, you know, five to seven pages or something, depending on the complexity of your account, but we like talking shop and it, if it would take me 20 minutes to find something that would take you six hours to find, then there's an opportunity there. And there's definitely a reason for us to have a conversation. So for your listeners, I'm definitely opening up that sort of review light for anyone, regardless of whether they think they're in our target market. It's not a sales thing. This is just how we start conversations with other professionals and, and make new friends.

Kristin: That's awesome. And that can be found at StatBid.com.

Roy: Yep. Yeah, we've got a, we've got a special page for it, but feel free to reach out to us however you prefer, whether it's a contact over the sites forms, or you find me on LinkedIn, either way we'll definitely get you taken care of.

Kristin: And we'll have all the links in the show notes as well, everybody. And please be sure to check out Roy's LinkedIn presence, because he has some very special content coming up, but there's also some really good stuff on there right now. So I've really been learning a lot from your LinkedIn feed. And I can't wait to see all the new stuff that you're planning.

Roy: Oh, it's going to be fun. I've definitely invested my attention so that Q3 and Q4 are getting more content heavy than usual. So it should be a lot of, a lot of fun stuff to share and talk about.

Kristin: Awesome. Well, thank you so much. It was just a pleasure having you on the show here today. And I look forward to keeping tabs on paid search with you as we go through this incredibly interesting time that we're in.

Roy: I'm always happy to talk shop.

Kristin: Thanks so much.