



About AgencyAnalytics

AgencyAnalytics is the only marketing reporting software designed specifically for agencies. Since 2010, they've helped agencies scale through automated reporting and marketing dashboards. Their founders, Joe Kindness (CEO) and Blake Acheson (CTO), were originally inspired to create MySEOTool, but after speaking to countless agencies, they realized the number one challenge that agencies were facing was efficiently scaling their clients' reports. Since then, they've been building their team and improving their product to be a growth platform for marketing agencies.

AgencyAnalytics Received 250 Qualified Leads in a Year as a DAN Member

Case Study with  AgencyAnalytics

We have recently conducted a case study with AgencyAnalytics, one of our valuable members, on how they overcame common challenges, benefited from their membership with us and what being a DAN member offered them.

Key Benefits



Generating more
qualified leads



Attracting
traffic



Easily reaching
digital agencies



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"Making marketers smile is our mission. A small but mighty team, we are passionate about the success of our customers and coworkers. We strive for simplicity and focus on delivering the best reporting and dashboard platform available to agencies."



Lindsay Casey

Paid Campaign Manager at AgencyAnalytics

Finding and Reaching Potential Customers

"Because our product is so niche, it can be difficult to target specific customers without also reaching an irrelevant audience." — Lindsay Casey

They said that DAN has enabled them to **reach decision-makers** in marketing agencies of all sizes, and the advantages are evident – they have **received more web traffic** from **quality marketing agencies**, resulting in an **increase in customers**. The featured tool placement has especially contributed to the **visibility** among their ideal customer base.



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Common Reporting Challenges

Wrangling data from many sources

How Does AgencyAnalytics Handle It?

AgencyAnalytics simplifies the process by integrating data from all of the most popular marketing channels into a single, easy-to-use platform. Marketers can create automatic reports in minutes and provide their customers access to a live marketing dashboard. Custom widgets and goals allow for full flexibility to meet the needs of each customer.

Presenting it to clients in a meaningful manner

How Does AgencyAnalytics Handle It?

Customized white labeled reports and dashboards allow agencies to present their clients' data with a visual appeal that indicates consistency and professionalism.

Agencies that use AgencyAnalytics see a considerable **boost in efficiency**, which results in significant **time and cost savings**, as well as greater **client satisfaction** and **retention**.



AgencyAnalytics' Position in The Highly Competitive SaaS World in The Future

Their growth is accelerating rapidly and the company is on track to become the leading platform for marketing reporting. In fact, manual reporting is their biggest competitor. A lot of agency reps still struggle with spreadsheets at the beginning of every month. AgencyAnalytics automates and enhances that process, allowing reps to spend less time on spreadsheets and more time focusing on their clients' needs.

This is what made AgencyAnalytics decide to get listed on DAN:

"DAN's robust audience of marketing agency decision-makers is a great match for our ideal customer profile, so we knew we had to have a presence there as soon as we learned about it. Because the advertising options are both customizable and cost-effective, moving forward was a simple decision." — Lindsay Casey



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AgencyAnalytics team say they have benefited from DAN membership the most for **generating more qualified leads, attracting traffic and easily reaching digital agencies.**



Results



They have gained **250 quality leads** during the year they have been a DAN member and **36 of those agencies signed on** as happy customers to date. They underline that they are pleased with the outcome so far, and look forward to collaborating more with us in the future.