

Productive Received 200 Qualified Leads and 25 Customer Agencies from the Digital Agency Network



Agency Management Software
DAN Member since October 2021

About Productive in their own words:

Our mission is to help agencies thrive. We believe you only need one tool to run a profitable agency. Using Productive, agencies get a real-time overview of their business performance. The tool arms agencies with consolidated data reporting that's linked with time tracking, budgets, projects, expenses, sales and resource management, time off management, and invoicing.

The Overview:

In today's ever-growing SaaS landscape, it has become increasingly challenging to stand out from the competition. Productive is a project management tool that offers a great variety of solutions in a single place. They encompass all needs of an agency, including budgeting, resource planning, reporting, project management, time tracking, sales, and billing. Their wide range of services lets them encapsulate the whole process of an agency business and not just project delivery, which is why they managed to shine through the heaps of SaaS tools in the industry within the last eight years.



Tools
Case
Study

The Challenge:

Productive was searching for a space that provides them **continuous visibility in the industry** and a platform they can use as an interface to connect and work with agencies.

Finding quality traffic and **talking to decision-makers** were the two main challenges they said they frequently faced when finding and reaching potential customers – meaning they needed not only a storefront but a way to showcase their services to and interact with a well-curated list of agencies.



DIGITAL AGENCY
NETWORK

www.digitalagencynetwork.com/tool/productive

The Solution:

Productive decided to become a DAN Member after being presented with the numerous solutions DAN offers to member tools. The “Featured Tool” ad space gives SaaS companies a tried-and-tested way to increase their visibility. Another factor was the high authority of DAN’s website on Google, which constitutes the base of the sustained traffic provided to members.

Additionally, DAN allows its members to:

- Publish monthly blog posts and job ads
- Get listed in multiple categories
- Put their product forward through blog section sponsorships
- Create brand awareness through DAN’s social media channels

Using all of these options has created unmatched recognition for Productive, saving substantial time, effort and money.

Another fruitful outcome of DAN and Productive collaboration is the [Future of Digital Agencies E-guide](#). Productive stated that positioning Productive with top digital marketing agency executives from all around the world was truly what gave them the edge. The opportunity proved to be particularly spot-on as the topic was tailored around their field of operation and strengths.



200
Quality
Leads



25
Customer
Agencies

The Results:

Productive reported that after becoming a part of DAN:

- Their **online visibility** and **brand awareness** was significantly increased
- They have acquired an **extensive network** in the digital community of marketers as a long-term benefit

They benefited the most from DAN’s Featured Tool Ads, e-guide sponsorship option, blog publications, and category listings. As a result, they received **200 qualified leads** and **25 customer agencies** during their membership to date and regularly every month, increasing to this day.

“ We liked the way DAN’s Partnerships Team approached us. The timing was great because we were looking for new marketing channels. Besides, categories fit our product, and we easily found categories to get listed in. We liked the blog post options, it was a great way to give more information about Productive to your member agencies. We believe that being a DAN member makes sense and would recommend others to join. ”

To many more victories together!

