

# 2024 Company Fact Sheet

## Mission Statement:

With direct integrations that connect the data from 80+ marketing channels into a single reporting platform, AgencyAnalytics helps over 6,500 agencies save thousands of billable hours by reducing the time and effort required to create professional client reports.



FOUNDED IN:  
**2010**



NUMBER OF EMPLOYEES:  
**100+**

## Key Metrics



**6,500+**  
Agency Customers



Used by over **20,000**  
Digital Marketing Professionals



**150,000+**  
Small Businesses Supported



**200,000+**  
Reports Generated Each Month



**80+**  
Integrations



Available in  
**7 Languages**



**100%**  
Remote



**Bootstrapped & Profitable**



Founder & CEO  
**Joe Kindness**



Founder & CTO  
**Blake Acheson**



Chief Product Officer  
**Jesse Smith**



Chief Sales and Marketing Officer  
**Jacob Varghese**



Chief Operating Officer  
**Alex Lamoureux**



Chief People Officer  
**Lyse Cornelius-Biggs**



VP of Customer Success  
**Matthew Davis**

## Popular Platform Features

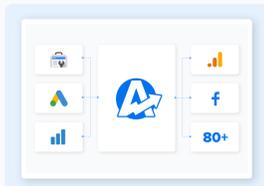


### Automated Client Reporting

Building custom marketing reports doesn't need to take all day. With dozens of templates and a drag-and-drop report builder, automated reporting helps marketing agencies create client reports in minutes instead of hours.

### 11-Second Smart Reports

Instantly generate comprehensive reports using the most popular metrics from a client's connected campaign integrations and marketing platforms. It's the fastest way to create client reports.



### 80+ Marketing Platform Integrations

With over 80 marketing integrations included in all plans, marketing agencies have access to all the data they need to help clients succeed. From SEO, PPC, Social, Email, Call Tracking, and more, all of a client's data is consolidated into a single, intuitive interface.

### Drag and Drop Report Builder

Agencies use the drag-and-drop report builder to provide unique insights for each campaign. It includes a full suite of customizable widgets, custom metrics, annotations, and dynamic goals.

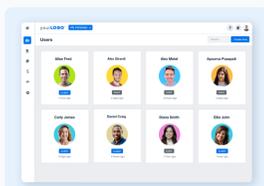
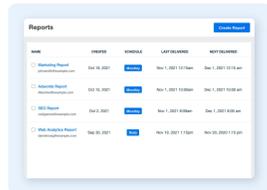


### White Label Reporting

Upload a custom logo, customize reports with the agency's brand color palette, create custom report cover designs, and more. With AgencyAnalytics, marketing agencies have everything they need to call the platform their own.

### Report Scheduling & Approval

The report scheduling feature helps marketing agencies automatically create and send marketing reports based on a customized schedule. The report approval feature notifies agencies before each report is sent to add additional context and keep unwanted surprises out of client reports.

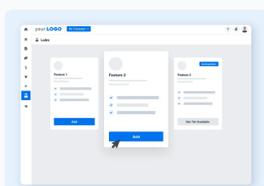
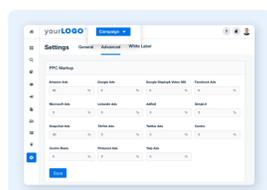


### Client & Staff Management

Agencies can provide each client with their own login to a live marketing dashboard accessible at any time, at no extra cost. Staff workflows are also streamlined by assigning tasks, tracking workflows, and creating one-off or recurring to-dos for each campaign.

### Automated PPC Markup

Automatically add the agency's custom PPC markup to every PPC dashboard and report to adjust the total ad costs, including the agency's margin.

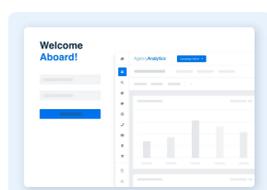


### Innovation Labs

The Labs section provides access to the latest features and innovations that are still in development. Agencies become early adopters, directly influence the development of AgencyAnalytics, and instantly implement innovative strategies that redefine marketing success for their clients.

### White Glove Onboarding

Available on the Enterprise plan, AgencyAnalytics provides a comprehensive white-glove onboarding experience, including personalized training, live support, and data migration services.



Plans start at **\$12 USD per month**  
(per client campaign)

14-DAY FREE TRIAL