



KPIDeliver™

A dashboard-like solution specifically designed to provide team leaders and their staff with a consolidated view of all key performance indicators (KPIs) required for the effective reporting and analysis of agency-related activities.



How do we benefit?

Successful agency management involves a multitude of complementary programs and activities designed to deliver greater value from agency partnerships. These activities generate a vast amount of data that must be tracked, reported, and analyzed to inform better decision-making and ensure successful outcomes. However, this data often resides in different or siloed systems, making it challenging to make timely decisions, or to provide executive-level summaries to internal stakeholders.

KPIDeliver provides a unified, accurate, and timely view of major – including, but not limited to, agency roster resources, financials, actuals and reconciliations, scope of work, relationship health and performance evaluation results, efficiency metrics, agency staffing plans, and other key agency-related data points – all under a single umbrella reporting solution.

Easily access all your agency-related data

in a single, easy-to-use dashboard solution, whether this data originates internally or from the agencies themselves. These comprehensive dashboards may include a variety of data sources. For example, imagine being able to access the following information at the click of a button:



- How many agencies are used?
- How much is being spent with agencies (by type, brand, region, etc.)?
- How much is spent on production or retainer actuals vs. budget?

An efficiency dashboard of approved and unapproved waste	A list of all activities or projects handled and their status	Agency staffing plans with summaries by job function	Seniority as well as overall relationship scores and performance results	And much more
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Common Client Challenges

- 01 Typical Client Challenge:** Lack of central repository to share all reports related to agency management
- 02 Typical Client Challenge:** Limited progress metrics against target priority areas and objectives
- 03 Typical Client Challenge:** Misalignment of internal stakeholders and senior management due to lack of reporting of key agency-related activities (financials, retainer/ staff, burn rate, staff vacancies, deliverables, action plans, etc.)

Primary benefits of KPIDeliver™

- **Improve team access to a single source repository across the entire roster.** Share and update information using a single destination for all reports related to the management of marketing suppliers and agency partners. Designed for simplicity and ease of use, the information needed to make timely and well-informed decisions is at your fingertips.
- **Monitoring and reporting on progress against priority areas and objectives.** Compare and contrast actuals vs. targets/budgets to monitor projects against stated objectives and course- correct where needed.
- **Improved line of sight and decision-making.** Align all KPIs under a single umbrella to ensure internal alignment about relevant, actionable KPIs with stakeholders and senior management. This eliminates guesswork and goal misalignment, significantly improving decision-making.

Key Benefits	Demonstrated Value
SME Expertise	Access to specialized skillset with unique hands-on global client experience about driving campaign process efficiencies, process improvements, and change management.
Nimble Partnership	Cost-effective engagement with affordable resources who know how to get things done within aggressive budget parameters.
Dedicated Support	Allows clients to accelerate the process of getting this implemented within the organization with minimal impact or disruption to mission-critical functions and efforts already under way.
Risk Mitigation	Helps reduce risks associated with distracting from core marketing priorities or from failing to successfully deploy campaign workflow processes that are streamlined and automated.
Technological Know-How	Access to proprietary online solution that does not require IT investment, is easy to roll out, and continues to be updated with new features.
Accountability	Results-oriented approach and attention to detail ensure successful implementation that drives real business performance enhancements.



Configurable Solution

We believe that sophisticated companies require solutions that address their unique organizational needs and can morph to their operational requirements.



Top Notch Security

We adhere to the highest standards of security.



Flexibility

As your needs continue to change and evolve, so can the solutions we build.

How does it work?

- **Built as a self-service platform with full administrative access,** KPIDeliver provides a flexible solution based on the level of expertise and support required on an ongoing basis.
- **KPIDeliver combines and aggregates various sources of data into a single database** repository for a comprehensive view of the work and relationships and how they are performing. Our secured platform allows agencies to upload data easily and securely, directly into the system, removing the need for time-consuming, manual data transfers between our client's organization and their agencies.
- **Standard, one-click and interactive reports** are available for quick analysis in a set of customizable dashboards that improve analysis and prompt immediate action.
- **Data can be easily exported** for more customized, in-depth reporting or for integration with other internal systems.



Our clients' continued accomplishments result from cutting-edge practices in the area of client/agency performance evaluations. See how stronger relationships contribute to better marketing.

| Contact us at www.agencymania.com or call us at 425.999.3992 to learn more

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