

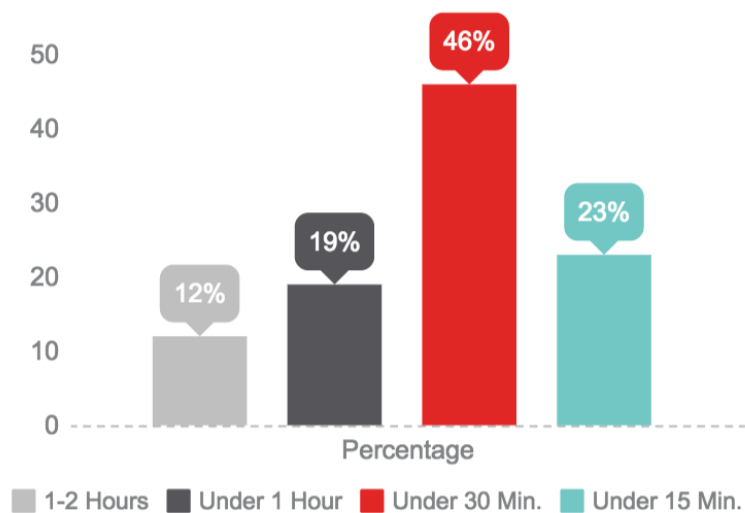
MANAGING TIME & RESOURCES

Improving the efficiency of DIGITAL AGENCIES

We recently surveyed over 100 agency clients to identify the efficiencies gShift has created for their organizations through data, insights, reporting and workflow improvements. These clients are all digital agencies based out of United States, Canada, UK, Mexico, Germany and Australia.

1. TIME TO COMPLETE SEO REPORTS FOR CLIENTS

Total Reporting Time with gShift



In speaking with agencies, we have learned the average time to deliver SEO reports previous to gShift and using multiple tools and manual processes, is approximately 2-4 hours per client.

2. CLIENT IMPLEMENTATION TIME

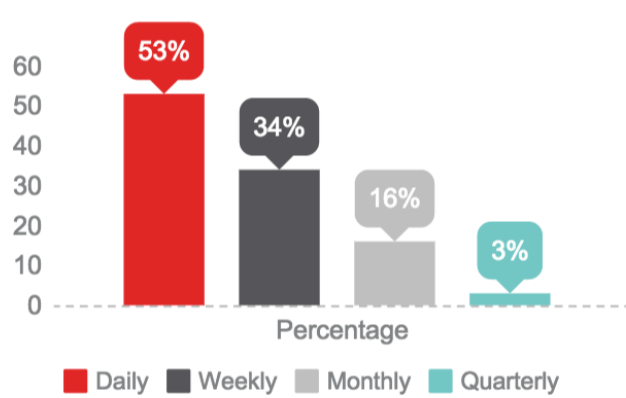


Average
15 Minutes

We looked at the agency clients surveyed to determine the average amount of time it takes to onboard one of their end clients into the gShift platform.

3. USING GSHIFT FOR SEO INSIGHTS

Frequency of Use of gShift Platform



gShift is built to empower users to make data-driven decisions for their digital marketing. We asked agencies how often they rely on our platform when developing strategies for their end clients.

4. CLIENT ACQUISITION

Average Increase
in Close Rate

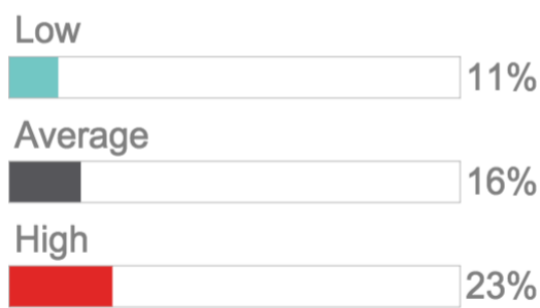
12%



Many of our agency clients have indicated they use gShift insights & reports to help close new client accounts. We asked what percentage of improvement they've seen in new client acquisition.

5. CLIENT RETENTION

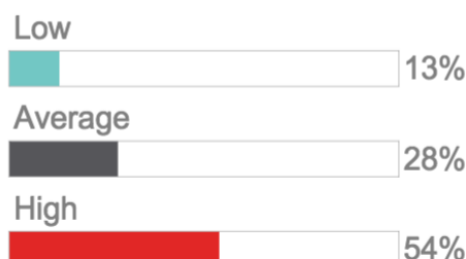
Increase in Client Retention (%)



Better insights leads to a more informed strategy & a more satisfied client. We asked our agency clients to tell us what increase they've seen in their customer retention rates since incorporating data from the gShift.

6. BETTER INTERNAL WORKFLOW

Average Improvement in Reduced Time (%)



We asked clients to identify what percentage of improvement they have realized in efficiency on client deliverables since their gShift implementation.

7. INCREASE IN PRODUCTIVITY

Increase in Average
Number of Clients
Per Account Manager

14%



Increased workflow can lead to more efficient use of personnel. We asked if using gShift has increased their average number of clients per account manager through improved efficiency.