

Scale your Business with **NinjaCat**

**...and spend less time
generating reports**



Problem

You're a leading digital marketing agency with a healthy portfolio of clients. Demonstrating the value you're delivering on a regular basis through reports and dashboards has become increasingly time-consuming. You're left with little time to focus on growing your business. How can you save time on reporting to your clients, while delivering superior quality reports that will help scale the business?



Client Count



Deadline

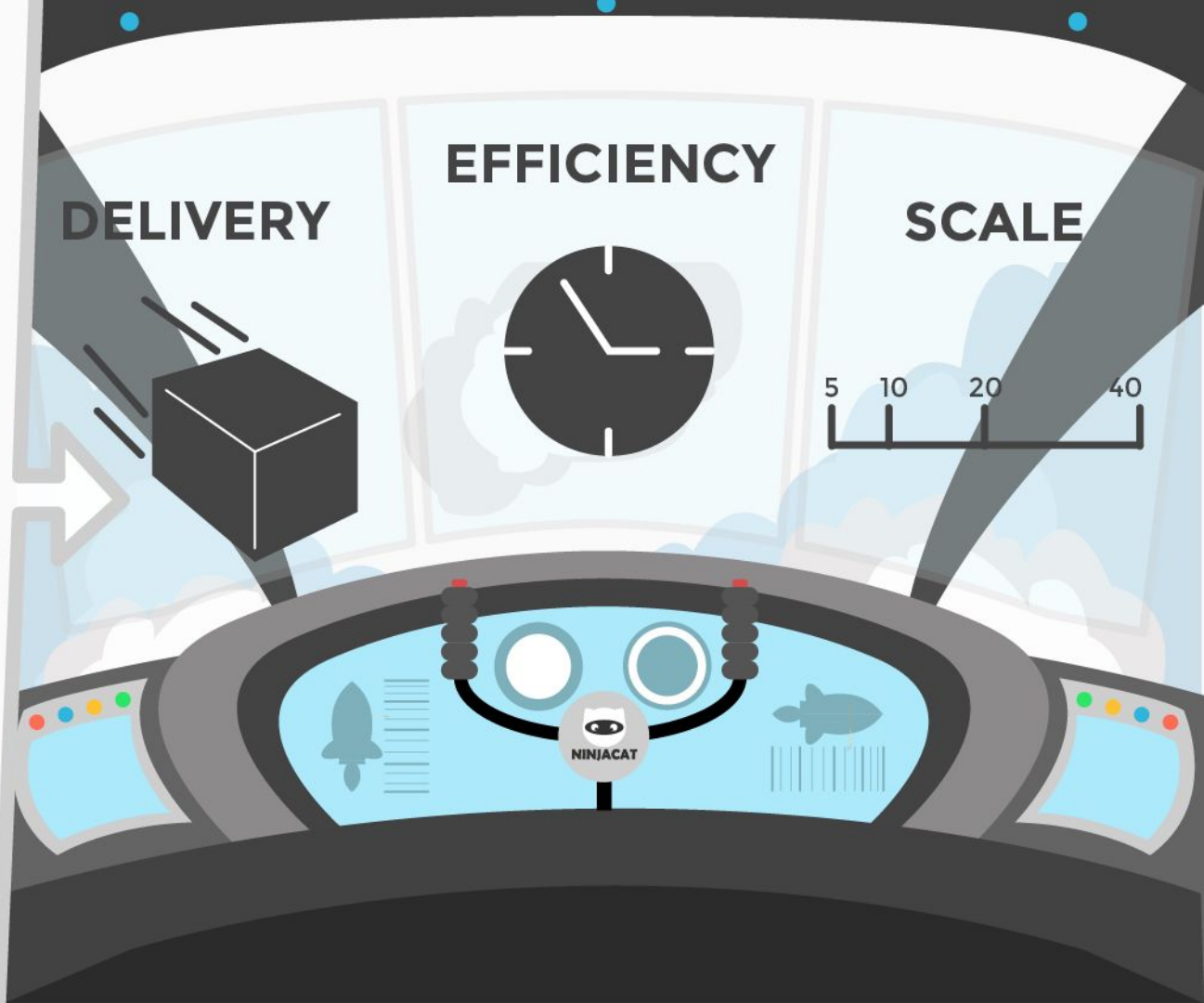
1d 4hrs 3mins

Growth



Solution: NinjaCat for Enterprise Business

- Deliver quality reports
 - Automate data aggregation across multiple marketing platforms.
 - Template output by client type while maintaining a custom look and feel.
 - Monitor key performance indicators (KPIs) at a glance.
- Efficiently convey how goals are being met/exceeded.
- Scale workflow to achieve growth.
- Stay abreast of multiple campaigns across your entire client base.



Deliver quality reports

Reporting on digital marketing goals as part of a formalized process helps agencies and clients build long-term relationships. Measurement is an ever evolving subject, driving relevant, engaging campaigns and successful projects. Metrics provide a common ground for agencies and clients to jointly define success and set goals for achieving that success.

Close monitoring and communication is required throughout the journey and ideally facilitated by regular reports. However time constraints usually cause reports to be rushed out the door. They don't nearly reflect the true time and consideration devoted to each client. As one of your best tools for maintaining the satisfaction of current clients and winning new clients - is this an area you should glaze over? Definitely not.



Why a NinjaCat report is crucial



1. Creates marketing accountability and elevates your value.
2. Integrates reporting as part of the process to help clients see progress.
3. Organizes your dashboard to focus on campaign needs and goals.
4. Empowers your client services team to add insights to results..
5. Encourages clients to adhere to metric goals.

Aggregate data across platforms

Most campaigns span several platforms, and most platforms have several campaign variations. How do you consolidate this data into a single location and makes sense of it?

NinjaCat helps you do exactly that with a birds-eye view of campaign progress and the ability to establish customized KPIs. The combination allows you to determine the effectiveness of your strategy and to pinpoint where to make adjustments.

You can extend this insight to your clients with a portal they can log into to view a dashboard designed just for them. This is an excellent tool to illustrate transparency and take your reporting to the next level. Less time spent preparing reports translates into more time for applying insight to improve campaign performance. It also means more time for landing new clients!



Combine beauty & function

We live in a design world. The way something looks is a key selling point. Combining stunning aesthetic appeal with clear and concise reporting metrics is something all clients desire and a great way to attract new clients.

NinjaCat allows you to organize by client and create stunning automated reports - all with a different look and feel. Brand your reports and change the color schemes to match the desires of your client.

This design flexibility extends to data as well. Not all clients want the same metrics. Some want a deep dive, others a high level overview. With NinjaCat you can give each client the data points that matter to them. Our powerful, state-of-the-art editor allows you to customize the report to the client. Win their continued business by regularly demonstrating how you're helping them meet their goals.



Monitor KPIs

Ultimately, the purpose of any marketing report is to demonstrate success and contextualize loss. The key to being able to do this is to know how success and loss are defined and measured.

In reality, no report should focus exclusively on the primary KPI. Take cost per order for example. If all a report shows is cost per order over the relevant timeframe, it offers little value. What it must do is support the KPI metric with cause and effect. What happened during the timeframe and how did it affect the KPI? And of course, it is always smart to include additional relevant metrics that demonstrate value in other areas.



SEO FOCUSED:



ON



- **Key term rankings**
- **Number of terms ranking**
- **Ranking spread (number of terms in top 5, number of position 1 rankings, number of terms in top 10 etc.)**
- **Search visibility (a trend of how visible your site is in search engines, based on what terms it ranks for and where it ranks for them)**
- **Number of landing pages receiving organic traffic**
- **Indexation status (number of SEO errors, e.g. 404s, duplicate meta etc.)**
- **Brand vs non brand**



PPC FOCUSED:



ON



- **Search IMP share & search exact match**
- **Clicks, impressions, CTR**
- **Avg. position**
- **Conversions**



PHONE TRACKING FOCUSED:



ON



- **Calls**
- **Duration of call**
- **Associating the Call with a campaign or keyword**



Convey how goals are being met

ON

A report and the data it contains are worth nothing without having clear goals. Setting goals with your client facilitates agreement on what's important. Having a formal reporting process in place can help you prove your value and retain "at risk" clients.

Your marketing team works hard on campaigns, and that hard work should be conveyed in your reports. Make sure big wins are properly illustrated so your client knows how well you're doing. This is where organization comes into play. A report that is easy to understand and includes important KPI's empowers your client services team to speak confidently on efforts exerted and goals achieved. Whereas a sloppy, unorganized report not only confuses your client services team, it hinders the message of success to your client. Having an automated reporting solution, such as NinjaCat, helps you organize your important KPI's and deliver them in consistent manner that educates your client while communicating your value and wins.

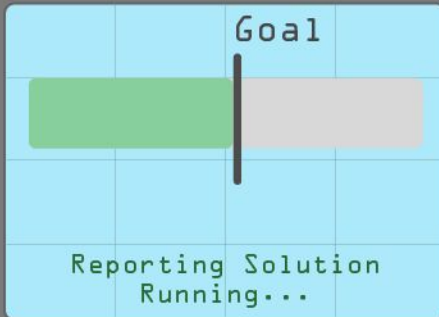
KPI #1

AUTOMATE



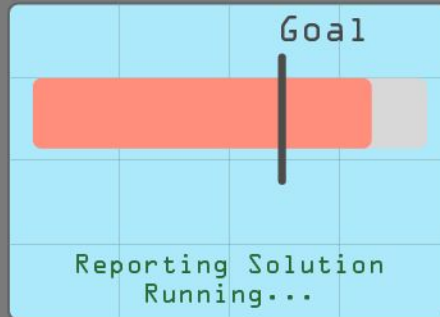
KPI #2

AUTOMATE



KPI #3

AUTOMATE

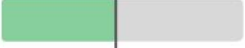



Scale workflow to achieve growth goals


Tomorrow's winning companies will be both digital and data-driven, but your core strategy is equally (if not more) important as growth accelerates. If you attempt to scale without a clear vision and realistic goals, you will only hit a wall faster.


The movements of scalability require time and people. If your current systems are sucking up more time than they are worth you need to consider optimizing the process. You wouldn't let a poorly performing AdWords campaign just sit untouched.


+ CMOs should focus on the following priorities to accelerate digital marketing: ON

+ ON **PEOPLE** (skill sets and workflows of your team) OPTIMAL PERFORMANCE 

+ ON **OPPORTUNITIES** (prioritize the right market initiatives) OPTIMAL PERFORMANCE 

+ ON **CONTENT** (digital marketers' product) OPTIMAL PERFORMANCE 

+ ON **SYSTEM** (digital marketers' product) OPTIMAL PERFORMANCE 

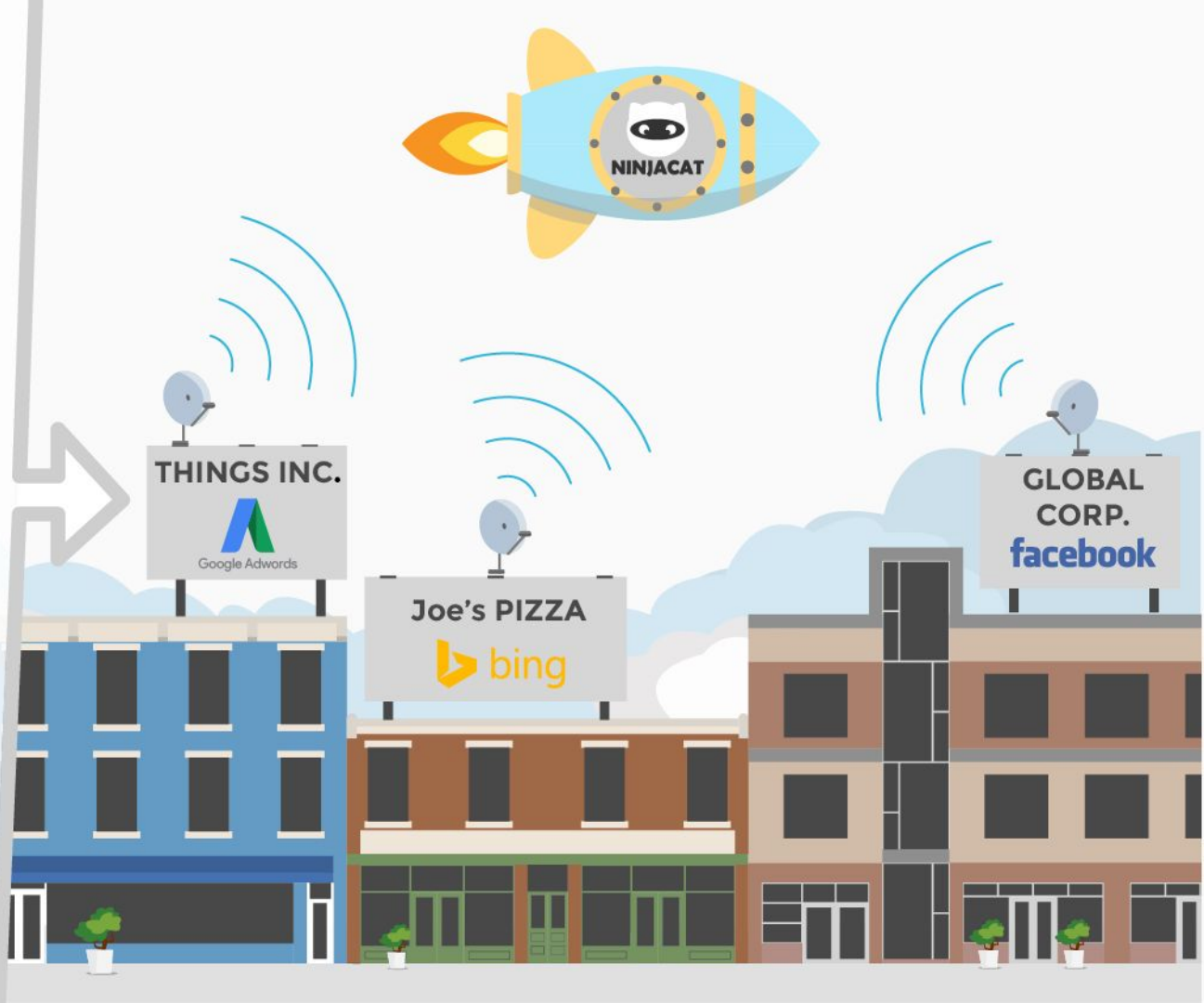
+ ON **PROCESSES** (creating, approving, optimizing, reporting) OPTIMAL PERFORMANCE 



Stay abreast of multiple campaigns across your client base

A healthy marketing campaign has footholds in several different paid platforms: AdWords, Bing Ads, Facebook Ads and others. Tracking performance across all of these campaigns requires logging into each separate interface to review data. This can be time consuming, robbing hours each every month. Hours that would be better spent refining strategies.

NinjaCat is designed with this in mind. We understand the challenges faced by agencies, juggling several clients with multiple campaigns on many platforms. NinjaCat delivers all your campaigns by client into one, easily digested dashboard. At a glance, gauge how your campaigns are performing, whether or not you're hitting KPI's and where to invest your valuable time.



NinjaCat - All In One Enterprise Solution

NinjaCat is the answer. Save time and increase the effectiveness of your reports. Create and automate stunning presentations that show off your hard work. Empower your client services team to communicate confidently to clients regarding the effectiveness of your marketing efforts. Engage and retain clients while using our platform to acquire new clients and scale your business. Set yourself apart from the competition and scale your business with NinjaCat.

Sign up for a quick demo [here](#)

