

How Brand Focus Digital Used the Intentwise Platform to Wow their Clients and Scale

The Need: Provide Clients with On-Demand Reporting and Customized Data Insights

Clint George is the founder and CEO of Brand Focus Digital, a full-service Amazon agency that has been serving clients since 2016. Almost as soon as Clint opened his doors, he ran up against Amazon's restrictive reporting capabilities; the inability to retrieve data beyond a certain date and the inability to customize search parameters made it particularly difficult for Clint's team to respond to client inquiries or to justify ad management tactics. At first, Clint hired a remote team to manually pull and record all available data for every client each month just to have the records, but it was a cumbersome process and the large volume of raw data had limited utility. The Brand Focus team still had to pore through it to answer any specific client question. Identifying key metrics and patterns in order to improve advertising results was quite literally like searching for the proverbial needle in the haystack.

ABOUT BRAND FOCUS DIGITAL

Brand Focus Digital is a rapidly growing Seattle based full-service Amazon agency, founded by an ex-Amazoner.

Ongoing Returns: Updated Features, Technical Support, and Training

Over time, Brand Focus Digital developed a strong relationship of trust with Intentwise; one that has kept them loyal to the platform despite consistent solicitations from competitors. One reason for this trust is the stellar customer service Intentwise provides. As Clint's team grew, he would need assistance adjusting the users and permission settings or figuring out the mechanics of certain features. Intentwise was always responsive and quick with its support.

Intentwise has also grown alongside Brand Focus Digital and has continually improved the platform. With each new release and/or Amazon update, Intentwise was there with training to ensure its users like Brand Focus Digital could get the most out of new features. Even as the COVID-19 pandemic began to disrupt the global economy, Intentwise was ready with guidance on which metrics brands should be tracking to determine whether to stay the course or adjust their strategies.

The Solution: A Platform That Does It All (and a supportive team behind it!)

Searching for a platform that could streamline clients' marketing data and even provide insights to improve advertising outcomes, Clint came across the Intentwise platform just as it was newly released. In addition to the application's ease of use, Clint appreciated the team behind it; he felt they were easy to work with and genuinely interested in his success using the platform.

The Brand Focus Digital team found that managing client campaigns in the Intentwise platform was an intuitive process. The interface was much simpler than the Amazon Advertising dashboard, and it had all the reporting functions they needed to respond to client inquiries and even be proactive in reporting comparative results. But that was just the beginning. The platform's features were designed to make the data insightful and actionable, surfacing recommendations to optimize campaigns and reduce ACOS. It gave the team strategic direction in optimizing clients' advertising accounts. At the same time, the platform's rule-based automations freed the team from constantly monitoring and adjusting their bidding. This laid the foundation for them to scale.

The Results: An Increased Client Base, Reduced Workload

With the Intentwise platform and reliability of ongoing training, Brand Focus Digital can employ a data-driven approach to serving their clients and working as efficiently as possible.

"Clients hire us because they don't want to have to go through the learning curve," says Clint. "Intentwise makes us look like rockstars." The platform allows Brand Focus Digital to extract tailored knowledge for each client that they would neither have the time nor the resources to acquire on their own. With this secret weapon in hand, **Clint has more than doubled the Brand Focus Digital client base, all while reducing his team's workload.** That's a win-win.

"Intentwise makes us look like rockstars."

- Clint George, CEO