How Imagination Media used Webeyez to increase revenue by 150%

Results

150% growth in client size and volume

78% reduction in digital analytics staffing

$1M increase in sales for clients

60% growth YoY

The Imagination Media Story

Imagination Media (IM) was founded a decade ago as a 2-person Magento dev shop. Over the past 10 years, IM has grown into a full-service digital agency and works with B2B and B2C clients with a combined revenue of over $100M.

IM helps their clients with everything from strategy, UX services, platform customizations, website migrations, conversion optimization, data science, predictive analytics, retention marketing, headless commerce, and much more.

The Challenge

Adapting to the new low-code digital age without dedicated digital staff

There has been an explosion of low-code/no-code website building tools in the last few years. As a result, more companies are building websites themselves without looking for external help from digital agencies. Lower barrier to entry has led to an even greater need for monitoring and troubleshooting all of the errors that come from using third-party tools with limited expertise. Imagination Media witnessed this firsthand as the needs of their clients expanded from site implementations to continuous monitoring of site operations and performance.

IM needed to adapt to this new digital age and transitioned their offering from site implementations to full web services and active monitoring – effectively acting as an in-house digital team for their clients. They soon found themselves with more business than they had the staff for, so they needed to find a tool to bridge the gap.

Specifically, IM was searching for a site monitoring tool that would help automate workflows, maximize team resources, and ensure that their team could proactively catch site issues before their clients and customers.

> *Because of Webeyez we're able to offer our clients more insights while significantly reducing the hours our team previously spent on site monitoring.*
>
> **Anna Wessel,** Imagination Media Head of Client Services

Visit https://www.webeyez.com/ or contact sales@webeyez.com

Partnering With Webeyez

Expanding the offering while cutting the waste

Imagination Media partnered with Webeyez to expand their offering and scale their business fast. Without missing a beat, IM was able to provide their team and clients with a cutting-edge digital experience analytics tool to offer comprehensive recommendations to clients and help prioritize which site issues to fix. With Webeyez in their arsenal, IM reduced their dedicated digital analytics staffing needs by 78%. Now just two Webeyez power users cover all site monitoring needs across IM clients.

Results

Happy clients

IM recently used Webeyez to help two separate clients in the fine jewelry category discover and fix seemingly small errors that were causing them to lose huge amounts of revenue each week.

Client #1

A client was experiencing a failed call error causing problems with their login token. This error was leading to customers having trouble logging in and accounting for over $300k per week in lost revenue. Using Webeyez, IM was able to help the client fix the error and patch their leaky revenue funnel.

Client #2

A client started experiencing errors with Javascript on Chrome mobile. IM used Webeyez to identify when the error started, the exact issue it was causing, where it was happening on the page, and how to fix it. By implementing one fix, IM helped this client recover nearly $700k - 80% of their total lost revenue.

Increased efficiencies

Since using Webeyez, IM's team has seen a reduction in wasted resources and reduced the amount of time spent on troubleshooting and packaging custom reports. Plus, they've been able to leverage the expertise from various functions and couple it together to provide a holistic picture of site performance for clients. All of this combined has helped IM attain a client retention rate of 90%, improve their agency NPS score, and achieve a growth rate of 60% YoY.

Because of Webeyez, IM's Solutions Specialists can confidently gain insights into client site performance with just one glance at the Webeyez Lost Revenue Dashboard or anomaly report. Solutions Specialists now come into client calls to share insights from Webeyez and let them know "we're already on this for you."

> *In our time working with Webeyez, we've watched the technology evolve to offer more functionality and features that are really useful for us. But more than that, it's been amazing to have monthly check-ins with the Webeyez team and to benefit from additional expertise as they review our key accounts with us.*
>
> **Justin Ragsdale,** Imagination Media VP of Business Development

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