Keatext for Marketing Agencies

As a **decision maker** at your marketing agency...

You're always hunting for **innovative ways to position your agency** that set you apart from competitors. At the same time, you are deeply focused on client success, ensuring high performance and accountability.

2024 has shown us that **AI has the emerging potential of a massive differentiator** for agencies who can use it right. But that seems to be an elusive goal: most agencies lack AI expertise and the budget to invest substantially in this kind of technology. Can agencies flip the script and integrate AI in their service offering?

Your priority is to build an innovative service offering.

Today, prospective clients are looking for the "agency of tomorrow" that embraces new technology. The ability to understand **unstructured data from the voice of the customer** empowers your agency to be responsive to market trends and measure the impact of marketing initiatives on customer satisfaction in real time.

89%

of companies compete on customer experience (Forbes)

90%

of customer satisfaction data is unstructured (Gartner)

We help you understand the voice of the customer.

Keatext equips your strategic planners and data analysts to understand unstructured data and improve client outcomes by:

- **Unifying insights** from surveys, reviews, social media, and contact center tickets
- Building and sharing self-serve dashboards for client projects
- Reporting on **key drivers of satisfaction** and tracking unforeseen issues
- Suggesting impactful client strategies from **AI-based recommendations**
- Ensuring accountability through transparency by measuring the effectiveness of marketing strategies and campaigns in real time

No need to be an AI expert: Keatext does it all for you.

Your agency might not have the bandwidth to set up a complex technology platform for all your clients. **Keatext is a cloud-based platform with no setup required,** making it easy to start leveraging AI-powered insights for client projects.

1. Unify

Consolidate unstructured data from your clients with an easy CSV import process or through integrations
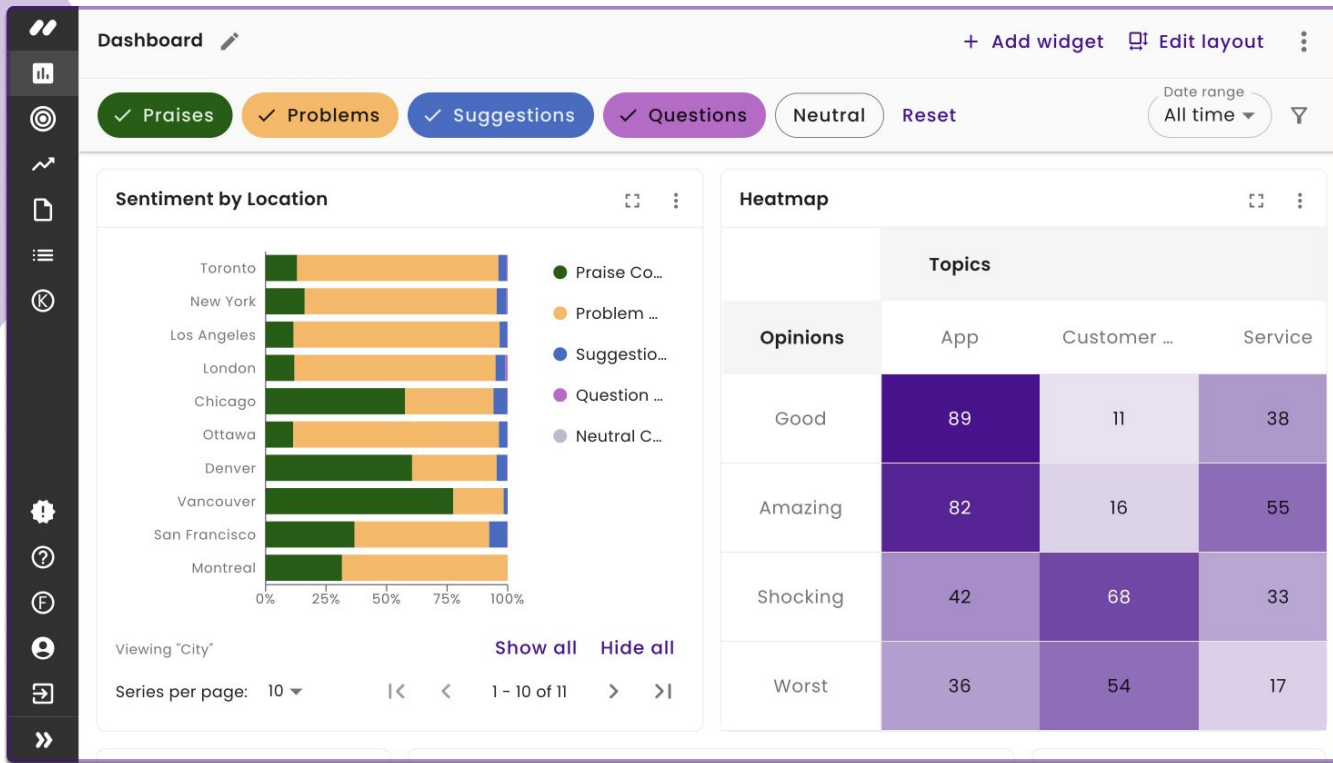
2. Analyze

Identify what drives satisfaction and negative sentiment, and drill down into the data for granular insights

3. Act

Recommend and prioritize ways to deliver stronger customer experiences that your team can take directly to clients

Customizable **Dashboard**

AI-Based **Recommendations**

Key Driver Analysis

Transform your agency with insights from unstructured data.

With Keatext, your agency can expand revenue per client, winning larger retainer agreements through our cutting edge insight discovery, and improve client retention by clearly articulating the value your agency brings to the table. And the most important thing: you can **increase ROI for your clients by delivering an unforgettable service.**

Keatext

Integrate AI in your marketing agency's service offering

Book a demo