

# How We Helped a Performance Marketing Agency Scale Without Hiring

Client: US-Based Performance Marketing Agency



## CAMPAIGN SUMMARY

We operated as a white-label campaign execution team for a performance marketing agency, managing paid media operations, QA, reporting, and backend workflows across multiple client accounts while the agency focused on strategy and client growth.

## BACKGROUND

A growing performance marketing agency managing multiple ecommerce and lead-gen accounts faced delivery strain as client count increased. Senior strategists were pulled into execution, reducing time spent on optimization, upsells, and client relationships.

**Target Audience:** Ecommerce brands and lead-generation businesses across the US.

## CHALLENGES

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### Overloaded Strategists :

Senior team members handling execution reduced strategic output

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### Delayed Reporting :

Manual reporting slowed client communication

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### Inconsistent Delivery :

Quality Errors increased as account volume grew

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### Margin Pressure :

Hiring in-house execution staff reduced profitability

## STRATEGIES

- **White-Label Campaign Operations :** Took ownership of campaign builds, edits, QA, and budget pacing
- **Paid Media & QA Support :** Managed Google Ads, Meta, and LinkedIn execution with strict QA controls
- **Standardized Reporting Systems :** Automated dashboards and weekly performance summaries
- **Process & SLA Alignment :** Clear turnaround times, escalation paths, and documentation standards
- **Agency-First Model :** Execution handled fully offshore while agency retained client-facing control

## RESULTS



**3x** Client Capacity Without New Hires



**35%** Reduction in Delivery Errors



**40%** Faster Reporting Turnaround



**25%** Increase in Agency Margins



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