Mavenlink

Mavenlink Helps Proclaim Interactive Hit 19% Year-Over-Year Growth

proclaim interactive

Proclaim Interactive is an established website design and marketing agency with a team of professionals dedicated to amplifying client messages through all digital channels.

CLIENT

Proclaim Interactive

INDUSTRY

Marketing and Advertising

WHAT MAVENLINK REPLACED

Countersoft Gemini Tracker, TSheets

THE CHALLENGE

When Proclaim Interactive expanded its services, the resource management and PSA systems it had relied on simply couldn't scale with the organization. Proclaim needed a purpose-built resource management and PSA solution that could manage multiple concurrent projects for all of its clients and reconcile budgets against project progress. The search, which included Basecamp, Workamajig, Asana, and Wrike, led the firm to Mavenlink.

THE SOLUTION

From Inefficient Project Management to Fast and Accurate Time Tracking

In the past, Proclaim Interactive spent about 45 minutes daily verifying the accuracy of employee time tracking. Mavenlink's time tracking allows the team to understand how each employee's work impacts the completion of every project. This helps the company decrease billing errors, improve the accuracy of estimates, and prevent costly scope creep, which they previously could not clearly define.

Critical Project Burn Rates

Project burn rate tracking in Mavenlink gives Proclaim the ability to keep track of every ongoing, concurrent project across every client. These data-driven business insights give Proclaim the ability to make fast, effective interventions and quickly create new project proposals and contracts.

19%

YEAR-OVER-YEAR GROWTH

2x

NUMBER OF CLIENTS

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THE RESULTS

Company-Wide Strategic Improvements

Mavenlink's purpose-built operations management capabilities helped the company focus on their people, which, in turn, improved strategic planning and provided better support for their leadership team.

Year-Over Year Profit Increases

After adopting Mavenlink, the average revenue per client has grown 255%. Increased efficiency has enabled Proclaim to expand its client base and experience a 19% year-over-year growth rate.

Company-Wide Daily Support

Today, everyone working at Proclaim Interactive uses Mavenlink. Task automation and software integrations have helped free up countless hours for every team member involved in delivering marketing projects to clients.

Insights Drive Resource Optimization

Mavenlink's Business Insights, have all brought the granular details Proclaim Interactive needs to continue growing and succeeding. With Mavenlink, Proclaim has optimized their resources by hitting 95% time tracking compliance this year and a 20% improvement in utilization rate.

BENEFITS

↳ 19% Year-Over-Year growth

↳ 255% growth in average revenue per client

↳ 95% time tracking compliance

↳ 20% improvement in utilization

"There was a huge need for Mavenlink. Mavenlink gave us a deeper understanding of our needs and the ability to improve our scopes of work, our client relationships, our projects, and how we run our business."

RACHEL STANTLIFF, DIRECTOR OF OPERATIONS, PROCLAIM INTERACTIVE

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