



CLIENT SNAPSHOT

4Ps MARKETING

4Ps Marketing wasn't just looking for mountains of fresh SERP data – they wanted a great data partner to back them up. Here's how they found it.

With offices in London and Canterbury, 4Ps Marketing works very hard to make their clients' brands more visible online and offline. It's how they've attracted a diverse client base that includes high-profile brands like Sweaty Betty, Selfridges, bareMinerals, Vivienne Westwood, and Sapphire Systems.

Naturally, their work calls for a multi-channel approach that's tailored for each client. More often than not, that strategy includes a strong emphasis on SEO.

The agency's in-house SEO specialists always begin by taking a deep look at a client's entire industry, and then work from there to craft a strategic plan. Of course, great strategy is powered by great data – and by great data partnerships.

ACCURATE DATA, TRUSTY PARTNERS

Matt Stannard is the Head of Analytics and Technology at 4Ps.

His most fundamental challenge was getting his hands on accurate, daily, large-scale SERP data. The solutions they used in the past just didn't scale well, both in terms of costs and the pain of managing lots of keywords.

"We didn't have a reliable way of showing our clients that the work that we were doing had any impact whatsoever," says Stannard. "STAT helped us overcome that. Basically, it gives me an insight portal into how all of my client's sites are performing at any given time."

Perhaps even more so than the data itself, Stannard was looking for a data provider who he could truly rely on for support and expertise.

"I needed a partner that I trusted and who wanted to talk to me," he says. "If there was a problem, they would help solve the problem rather than it just being another support ticket."

"You have to have relationships like that," he adds. "You can't just have a relationship that's solely about the products." ►

4Ps Marketing

INDUSTRY

Digital marketing

EMPLOYEES

50+

REGIONS

International reach, with offices in London and Canterbury

NEEDS MET BY STAT

Accurate SERP data, fresh daily

Dedicated, expert support

Unlimited locations, sites, & languages

Total flexibility to research new industries & verticals

“You feel like you have a relationship with a person and not just some random helpdesk.”

Matt Stannard, Head of Analytics & Technology

Of course, that partnership had to go well beyond simple problem-solving. Part of what informed Stannard's decision to go with STAT was a bit of good old-fashioned professional paranoia.

“The thing that I didn't like about some of those other solutions was that I didn't trust them,” says Stannard. “In an agency, you put a lot of trust in your partners not to cut you out and go direct to your clients.”

So what convinced him that he could put that level of trust in STAT? Ultimately, it was the fact that STAT offers every client a dedicated success coach who understands SEO. That meant one, single, human point of contact for everything, from onboarding and training, to trouble-shooting and reporting, to building tracking strategies and custom intelligence.

“You get a real feeling for having an extension of your team, but in another expertise,” Stannard says. “That's what you want because in the fast-moving industry that we're in, sometimes clients ask questions you don't immediately have the answers to.”

GOING BIGGER THAN EVER

Partnership is critical. But, at the end of the day, great SEO analysis comes down to the data. For Stannard, the sheer scale and flexibility of STAT's tracking has made all the difference.

“STAT gives a great way of archiving a complete history,” he says. “So I can go back in time and see what actually has changed day by day over time, and then start to tie that back to other pieces of information and tell the story.”

SEO clients want to see the past, present, and future of their brand. STAT allows agencies to pinpoint change in the SERPs, from base organic rankings, to universal result types, to top competitors, to search volumes.

Add to that the ability to track mobile and desktop SERPs in any location and language across the world, and Stannard's team is now in a prime position to help their clients stay competitive in the global search market.

“Most of our clients – if they don't have international presence at the moment – that's very much where they want to be in the next two years,” Stannard says. With data from STAT, 4Ps is able to show their clients the lay of the land in any local market, including the performance of local competitors.

FLEXIBILITY FOR THE WIN

And when it comes to winning new business Stannard says one of STAT's greatest strengths is the way it combines massive global scale with total freedom to turn tracking on and off as needed.

“If we needed to track a million things tomorrow, we could do that. And then if we didn't need to do it anymore, we could turn them off the next day,” he says.

That kind of flexibility allows Stannard to walk into a pitch meeting equipped with reams of tailored SERP data, covering as many keywords, sites, and locations as they need. With that they can show a potential client exactly what's happening across their industry – and even reveal the SEO strategies, strengths, and weaknesses of key competitors.

When they're done with the pitch, they simply turn the keywords off. They only pay for the days they track, and there's zero impact on their tracking for existing clients. ◀

4Ps MARKETING LOVES STAT. HERE ARE A FEW REASONS WHY.



CHALLENGE

Staying responsive in a fast-moving industry

SOLUTION

Dedicated, whip-smart support

When you work with STAT, you're working with real people. Like every STAT client, 4Ps Marketing's Matt Stannard can rely on a dedicated team and single point of contact for everything from training, to troubleshooting, to custom reporting.

"You feel like you have a relationship with a person and not just some random helpdesk," says Stannard.



CHALLENGE

Proving the value of SEO to clients

SOLUTION

Truly limitless SERP tracking

With STAT, 4Ps is able to do daily, large-scale SERP tracking for an unlimited number of sites and locations across the globe. That makes it simple to measure the short-term and long-term results of their SEO strategy – especially with up to two years of accurate, archived data at their disposal.

"For us, having STAT really helps build trust with our clients," Stannard says.



CHALLENGE

Winning new business

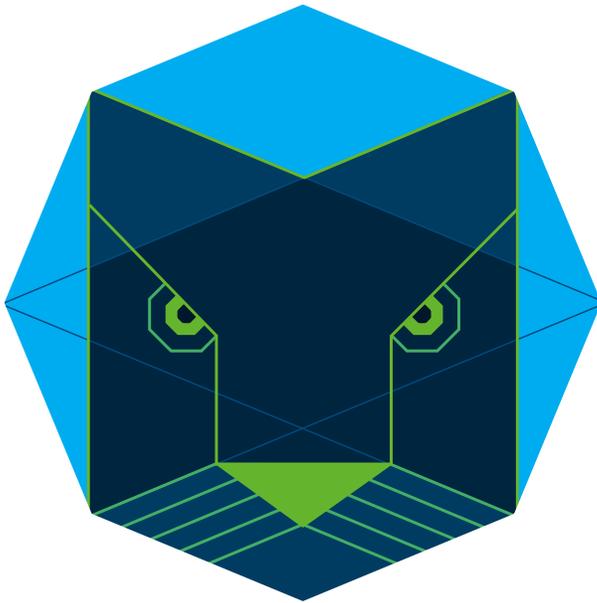
SOLUTION

Total freedom to experiment and scale

When preparing for a pitch, Stannard's team can readily track 10,000 new keywords against a dozen sites in ten different local markets, collect a few days of data, then turn the new keywords off. They only pay for the days they track, with no impact on existing clients.

With that kind of data, they're able to craft proposals that go deep into whole industries, revealing key competitor strategies and highlighting local strengths and weaknesses.

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Matt Stannard, Head of Analytics & Technology

WE DO BIG DATA FOR ENTERPRISE SEO.

Since 2009, we've equipped SEO professionals with fresh, location-based search data at massive scale – all backed up by one-on-one expert service. That's how we've built a client base that includes some of the world's largest online brands and nimblest SEO agencies.

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