

Swydo helped Impremis Marketing simplify its reporting process

About Swydo

Swydo is an all-in-one reporting and monitoring platform designed for digital marketers and agencies. Generate automated search engine optimization (SEO), pay-per-click (PPC), social media, and email marketing reports with over 30+ integrations in a few simple clicks.

Plus, effortlessly track performance, set goals, and monitor key performance indicators (KPIs) for actionable insights through Swydo's integration with LinkedIn Ads application programming interface (API).

Partner Snapshot:

Industry: Marketing & Advertising Technology

No. of employees: 11-50

HQ location: Hilversum

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Case Study

IMPREMIS
MARKETING

Impremis Marketing is a strategic international growth hacking and expert funnel creation company. They are dedicated to helping businesses create and implement powerful marketing strategies and tactics while utilizing dynamic campaigns to drive a measured and trackable return on investment.

No. of employees: 11-50

Industry: Digital Marketing

HQ location: Raleigh, NC

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“Swydo's LinkedIn Integration is a game-changer for our social media reporting at Impremis Marketing and even our in-house brand Bare Pets. The in-depth metrics and comprehensive filters it offers have transformed how we approach our LinkedIn marketing efforts for both our D2C and B2B clients.”

– Jordan Glickman, Founder and CEO

Challenge

Effectively managing and reporting client data is essential for the success of any marketing agency, and for Jordan, it was no different. Before using Swydo, they initially used various methods, including Google Data Studio, Supermetrics with Google Sheets, and PowerPoint presentations, to handle data reporting. These manual approaches were a common choice for startup agencies like theirs. However, their biggest pain point with these methods was the inconsistency and difficulty in fixing issues when they arose. Jordan recalls, "Data Studio, in particular, often broke, making it challenging to set up new metrics and tracking. As our client base grew from 20 to 30 clients, it became unrealistic to manage in this way."

Solution

Swydo helped Jordan's agency scale by providing a more reliable and efficient solution for data reporting. Swydo provides real-time data from LinkedIn, allowing agencies to stay up-to-date with the performance of their LinkedIn Ads API campaigns. This timely information enables agencies to make quick adjustments and optimizations to improve campaign results and send clients updated dashboards within minutes.

"Swydo's integration with LinkedIn helped Impremis Marketing to create 30 reports a day with a single click."

Results

Instead of spending hours manually compiling data, we now generate professional, data-driven reports in no time. Swydo's integration with LinkedIn Ads API helped Impremis Marketing to create 30 reports a day with a single click. This newfound efficiency has allowed us to redirect our focus from tedious data crunching to strategic planning and content creation.

"We can now dive deep into the data, easily analyze everything from engagement rates to audience demographics. What's even more impressive is the reporting aspect. Swydo's customizable reporting templates have significantly simplified our reporting process."

– Jordan Glickman, Founder and CEO