UnitedOPS

SMALL BUSINESS CASE STUDY

DIGITAL MARKETING AGENCY

One dashboard for leads and campaign results

A digital agency gave its team a live view of sales activity, lead sources and campaign performance.

REPORTED RESULTS

90%
fewer reporting requests

2 weeks
to deliver a responsive internal dashboard

THE CHALLENGE

Sales and campaign data sat across several tools. The agency needed a shared view of performance for day-to-day use.

WHAT CHANGED

A lightweight JavaScript dashboard pulled live data from Airtable. The team could filter results by campaign, sales rep or date range and see the relevant KPIs.

OPERATING IMPACT

The team gained clearer campaign visibility and better accountability in weekly reviews.

> *"This dashboard replaced our CRM for day-to-day operations. It's clean, fast, and actually useful."*
>
> **Operations Lead, Marketing Agency**

SYSTEMS USED Airtable, JavaScript, Chart.js, webhooks

DISCUSS A WORKFLOW

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