

TOTAL ECONOMIC IMPACT

Forrester Study Findings

Forrester Consulting conducted independent and objective research on business insights with 4 Basis clients to understand the benefits, costs and risks of implementing the platform.

FORRESTER[®]

PAIN POINTS AGENCIES SOLVED USING BASIS



Lack of visibility and control



Inefficient and manual processes



Difficulty supporting growth



Excessive number of tools

QUANTIFIED BASIS BENEFITS

Increased Income

12%

12% lift from new business, expanded wallet share, maximizing budgets and increasing capabilities

Increased Efficiencies

35%

35% more efficient from supporting growth, improving data insights, automation and more accurate billing

ADDITIONAL BENEFITS



Employee Satisfaction



Better Digital Campaigns

“Moving to Basis forced us to change our mindset of what we can do. People can now be more specialized and become better at their jobs.”

- VP MEDIA, MARKETING AND BRANDING

Forrester, "The Total Economic Impact of Basis," 2019

Contact your account lead or info@basis.net for more details.