

## SUCCESS STORY

# Elevated Third Increases Revenue 30% with Mavenlink



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**Elevated Third is a B2B digital marketing agency located in the Mile High City of Denver, Colorado.**

This team of designers and developers works for big-name clients including Kaiser Permanente, Sprint, and Comcast.

Elevated Third handles everything from design and strategy to UX, development, and analytics. Like many digital marketing agencies, Elevated Third focuses on ROI and data-focused marketing to drive their creativity, productivity, and internal processes.

This data-driven mindset fueled their search for a new business and project-management solution.

## BENEFITS

Increased revenue by 30%

Consolidated tools down to 1 from 3

Improved utilization

Increased schedule predictability

Improved data accuracy and availability



#### THE CHALLENGE

## Huge Growth Drives Need for Consolidated, Robust Information System

Elevated Third was growing dramatically when it realized the many systems it used to manage business were hindering even greater growth. The team relied on three main tools: a roadmap tool to estimate team availability, Basecamp to collaborate and track time, and Freshbooks to invoice. “It felt like we would lose about 20% of data just by going from one system to another,” Creative Director Judd Mercer said.

To continue scaling, Elevated Third had to make sure all its systems and processes were ready to grow too. The current systems lacked synchronization as a single source of business management. Elevated Third wanted an easier way to manage people, projects, and profits — one system that would track time, margins, collaboration, invoicing, and more.

#### INDUSTRY

Marketing | B2B Digital Marketing and Advertising

#### COMPANY

Elevated Third

#### SIZE

10-50 employees

#### WHAT MAVENLINK REPLACED

Freshbooks, Basecamp, and a utilization tool



## THE SWITCH TO MAVENLINK

# Elevated Third Finds One System with all its Wants

Elevated Third wanted a single platform with a variety of features. This included accurate time tracking, task tracking, invoicing, and easier communication and resource planning.

They implemented Mavenlink, which had all these features, and began transitioning work from Basecamp.

Inside Mavenlink, teams began collaborating across functions. They tracked tasks and time, including time spent on projects, meetings (internal and external), and paid time-off. Prior to kick-off, they set project estimates and then tracked these against the actuals. The real-time tracking let them make adjustments on the fly, and at the end of projects they have a better understanding of what they can improve on the next project.

Resource planning became easier, too. With Master Planning, managers can schedule resources with a better estimate of who will be needed for what on projects in the pipeline.

## FAVORITE MAVENLINK FEATURE / *Time Tracking*

Due to its fast growth, Elevated Third saw its processes break down.



Tracking work, especially billable hours, for a small team proved much easier than doing so for a larger and still-growing team.

With Mavenlink time-tracking, Elevated Third took the estimates and guesswork out of tracking time.

They uncovered how much time was spent per client deliverable, to assist not only time tracking but also hiring decisions.

## THE RESULTS

# Increased Revenue by 30%, More Collaboration and Business Visibility

Elevated Third has realized financial and efficiency gains from Mavenlink. Its team increased revenue by 30%. This was due to Elevated Third getting a better understanding of the time and expenses it spends on projects. With more accurate time tracking, Elevated Third was able to move from an entirely fixed-fee business model to a partial time-and-materials (T&M) model.

“We used to be entirely fixed-fee, and now we’ve increased our T&M work because we can manage it efficiently,” said Mercer. “We’ve been able to grow and we’re able to manage that growth more efficiently. We have a long way to go, but we are miles ahead of where we were.”

With Mavenlink’s Master Planning, Elevated Third increased efficiency too. Managers can see which teams have availability and which are booked solid. This makes it easy to assess capacity for taking on new projects and plan future hiring needs, with the lead time they need to make those hiring decisions before work needs to begin.

Elevated Third continues to grow. Every team member uses the single system to track and manage projects and constantly improve process. In the future, Elevated Third has plans to assign task estimates and actual budgets, so they can track their burn rate in real time throughout any project lifecycle.

## FROM THE SOURCE

“Without knowing more information like what our margins were, we were hesitant to aggressively grow.

We didn’t have the insight to address hiring. We didn’t know how much time we were spending [on client deliverables].

We needed something that could let us be proactive.”

*Judd Mercer*  
*Creative Director*

