

case study

MarketingLab

The challenge

Continue to anticipate client needs and build sustainable, enduring relationships so that clients serve as advocates for the agency.

The approach

Open Dynamics has worked with MarketingLab for more than five years, conducting annual client surveys and translating the insights gained into strategic priorities for the agency.

The results

MarketingLab now has one of the highest Net Promoter Scores around and clients feel heard and valued because MarketingLab always seeks to understand and address emerging needs.

Since 2000, Minneapolis-based MarketingLab has been a non-traditional marketing services company with dedicated expertise in consumer promotion and shopper marketing.

Get to know them!
mymarketinglab.com

“Open Dynamics brings a combination of business savvy and strategic marketing skills that have helped us clearly articulate our competitive point of difference. Working with Open Dynamics has been money and time well spent and has yielded a positive ROI.”

Rich Butwinick
President
MarketingLab