

Driving their clients' business growth through a data-driven approach



Client Name: **Splash and Drips Marketing**
Employees: **11-50**
Industry: **Advertising Services**

Challenge

Splash and Drips Marketing is a digital marketing agency committed to driving the growth of their customer's businesses through a data-driven approach. As part of their consultancy services, their goal is to provide unique insights that elevate their clients' digital presence. Their vision? To be the first-choice marketing partner for businesses. However, to deliver bullet-proof strategies to clients, the agency needed access to trusted research on markets and trends, spanning a wide range of industries to cover all their clients' needs.



Solution

This is where Statista has proven to be an invaluable resource for Splash and Drips Marketing. By granting fast access to data covering numerous industries, including market sizing, target company profiles, and industry forecasts, Statista empowers the agency to identify untapped market potential and emerging trends. This, in turn, enables them to craft winning strategies for their clients. Plus, with Statista's diverse data visualization formats, presenting this data effectively was easier than ever before.

Business impact

Armed with insights and opportunities from the Statista platform, Splash and Drips Marketing can effectively guide their clients in adjusting their planning to steer towards growth. And not just in one area, but across the board: Through their partnership with Statista, the agency gains a holistic view of markets, aligning seamlessly with their vision of delivering impactful, 360-degree marketing services.



“Statista provides us with exceptionally detailed information and comprehensive analyses, empowering us with a 360-degree view on markets. This depth of insight has been instrumental in shaping our clients' strategies.”

Lim Ying, Founder, Splash and Drips Marketing