

AgencyAnalytics

Automated client reporting and performance insights for marketing agencies.

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BEST FOR

- + Marketing agencies managing 5 to 30 clients who want one platform covering SEO rank tracking, paid media reporting, and social analytics without stitching together Ahrefs plus Looker Studio plus Supermetrics.
- + Solo freelancers and 2-3 person shops on the \$59 Freelancer plan who need polished, white-labeled monthly reports for a small client roster and don't need ad spend markup or custom domains.
- + Agencies that bill clients on retainer and need branded client portals, scheduled email delivery, and a mobile app that all carry the agency's identity rather than the platform's.
- + Teams whose reporting bottleneck is time-to-first-draft, where Smart Reports and AI Summary materially compress the monthly reporting cycle.

NOT IDEAL FOR

- ! Agencies above 30-40 clients where the \$20-per-extra-client surcharge pushes total cost past \$580/month, often more than per-data-source or per-dashboard alternatives at the same scale.
- ! Teams that need data warehouse exports to BigQuery, Snowflake, or Redshift for downstream analysis. Database connectors are an inbound paid add-on, not an outbound export to a warehouse.
- ! In-house enterprise marketing teams who need cross-channel attribution modeling or incrementality testing rather than client-facing reporting.
- ! Agencies whose differentiation depends on bespoke dashboard design and calculated metrics with custom logic. Reviewers consistently describe AgencyAnalytics dashboards as templated and constrained compared to Looker Studio or Klipfolio.

Key Features

85+ Marketing Integrations

Native connectors to Google Analytics 4, Google Ads, Meta Ads, Microsoft Ads, LinkedIn Ads, TikTok, Mailchimp, HubSpot, Shopify, CallRail and dozens more. Accounts-per-integration scales by tier: 1 on Freelancer, 5 on Agency, 10 on Agency Pro, custom on Enterprise, useful for franchises and multi-location brands that need separate Google Ads or Meta accounts in one client. Database connectors (MySQL, BigQuery, Amazon Redshift) are a paid add-on on F/A/AP and included on Enterprise.

Smart Reports and Smart Dashboards

One-click report and dashboard generation that auto-populates the most relevant metrics for each connected integration based on industry standards. The vendor markets these as the 11-Second Smart Reports, citing internal data that they save agencies an average of 2.5 hours per client report compared to manual builds.

Ask AI and AI Summary

Ask AI accepts natural-language questions about a client's data and is available on every tier including Freelancer. AI Summary is a draggable widget that generates a high-level overview paragraph for any report or dashboard, editable inline, and starts on the Agency tier (\$179/month annual). Both are powered by third-party AI services per the vendor's terms.

Anomaly Detection, Forecasting, Benchmarks

Anomaly Detection annotates charts with significant deviations from expected trends. Forecasting projects key metrics forward for strategic planning conversations. Benchmarks compares a client's KPIs to industry medians across 80+ verticals. All three are reserved for the Agency Pro tier (\$349/month) and Enterprise.

Full White Label and Client Portals

Agencies can replace logos, color schemes, login URL, custom domain, and outbound email sender domain so reports and dashboards carry only the agency's brand. Each client can have its own login with granular permissions. Branded mobile app is available for iOS and Android. Custom domain and branded email require the Agency plan or above.

Built-in SEO Toolkit

Includes a Rank Tracker (Google and Bing, desktop and mobile, weekly checks at \$41.67 per 500 keywords as a paid add-on), site audits, and backlink monitoring inside the same platform. Removes the need for separate Ahrefs, Semrush, or Moz subscriptions for agencies whose SEO scope is rank reporting and basic technical audits.

Pricing & Plan Guidance

PLAN	PRICE (ANNUAL)	KEY INCLUDES
Freelancer	\$59/month ,	5 clients included, \$20/month per additional client 5 staff users, unlimited client users 1 account per integration per client Unlimited reports and dashboards, report scheduling 85+ integrations, Smart Reports & Dashboards Ask AI, Goal Tracking, Alerts, Annotations Branded logo and color scheme (basic white label)
Agency	\$179/month ,	10 clients included, \$20/month per additional client Unlimited staff users 5 accounts per integration per client AI Summary, Custom Metrics, Custom Permissions Roll-up reports and dashboards (cross-client aggregation) Client Messaging, Task Management, Report Approvals Agency Markup, Bulk Operations, Version History Full white label including custom domain and branded emails
Agency Pro	\$349/month ,	15 clients included, \$20/month per additional client 10 accounts per integration per client Benchmarks, Forecasting, Anomaly Detection, Metric Insights API access (first appears at this tier) Full Onboarding Package and Priority Support Everything in Agency
Enterprise	Custom	Custom client volume with negotiated rates Custom accounts per integration Database Connectors included (paid add-on on lower tiers) Custom Integration Requests Dedicated success manager and priority support Everything in Agency Pro
Rank Tracker (add-on)	\$41.67/month per 500 keywords ,	Weekly checks across Google and Bing Mobile and local rankings Multiple languages and locations supported
Database Connectors (add-on)	Custom	MySQL, Google BigQuery, Amazon Redshift For agencies reporting on warehouse data

PLAN GUIDANCE

If you manage 5 or fewer clients and only need 1 ad account per platform per client, Freelancer at \$59/month annual (\$79/month monthly) is the only honest choice and you should ignore the upgrade nudges. Smart Reports, Ask AI, and basic white label (logo and color scheme only) are all included at this tier. The moment you need a second Google Ads or Meta account on the same client, full white label with your own domain, AI Summary widgets, ad spend markup, or roll-up reporting across clients, you have to jump to Agency at \$179/month annual (\$239 monthly), a 3x increase that catches a lot of growing agencies off guard. Agency Pro at \$349/month (\$479 monthly) is only worth it if Forecasting, Anomaly Detection, Benchmarks, or API access are part of how you actually deliver insight to clients, otherwise you are paying \$170 more per month for features you will demo once. The per-client surcharge doubled from \$10 to \$20 in late 2025, so if you are over 25 clients, run the math against Swydo (per-data-source pricing) or DashThis (per-dashboard pricing) before renewing annually. Annual billing saves roughly 3 months versus monthly across all tiers.

Compliance Transparency Index™



Score: 75 / 100

Security 20/40 | Pricing 25/25 | Data Rights 15/20 | Legitimacy 15/15

Methodology: blocksentient.com/about

COMPLIANCE SNAPSHOT

– SOC 2 Not documented	✓ GDPR Yes	– SSO Not documented	✓ Data Retention Documented
✓ Public Pricing Yes	✓ Free Trial Yes	✓ Data Export Yes	✓ Data Deletion Yes

KEY FACTS

Starting Price	\$59/month ,	Output Ownership	User
AI Training Opt-Out	Unclear	Legal Entity	My SEO Tool Inc

HOW IT WORKS

You sign up for the 14-day free trial without a credit card, pick a plan tier (or stay on monthly trial), and create your first Client. A Client is a single business relationship and the unit of pricing, not a user or a dashboard. For each Client, you connect data sources from the 85+ integration library: Google Analytics 4, Google Ads, Meta, LinkedIn Ads, Mailchimp, Shopify, Search Console, CallRail, and so on. Authentication runs through the vendor's OAuth so you grant scoped access from each platform once. With Smart Reports turned on, AgencyAnalytics auto-builds a report or dashboard populated with the most-used widgets for the integrations you connected, which the vendor pitches as the 11-Second Smart Reports. Day to day, you customize the auto-generated reports with drag-and-drop widgets, set goals and metric alerts, schedule recurring email delivery to clients, and apply your white label so clients see your logo and domain. Ask AI is available from the Freelancer tier for natural-language questions against the data. On Agency and Agency Pro, you can layer in AI Summary to write the narrative section automatically, plus full white label including custom domain, roll-up dashboards across clients, and (Pro only) Anomaly Detection that flags unexpected dips, Forecasting for trend projection, Benchmarks comparing each client's metrics against the platform's vertical medians, and API access for custom integrations.

ALTERNATIVE CONSIDERATIONS

- 01 Swydo: Covers the per-client cost ceiling gap. Charges per data source rather than per client, so agencies above 25-30 clients pay less than AgencyAnalytics's compounding \$20-per-extra-client surcharge. Starts around \$69/month with all features included on every tier. Tradeoff: 30+ integrations versus 85+, no built-in rank tracker or SEO audits, no AI features.

- 02 Whatagraph: Covers the data warehouse export and AI parity gap. Offers data exports to BigQuery and Looker Studio that AgencyAnalytics's database connectors do not provide, plus AI features available on every plan rather than gated to Agency Pro. Starts at \$229/month. Tradeoff: no built-in SEO toolkit (no rank tracker, no site audit), 55+ integrations versus 85+, and a higher entry price for solo or 5-client setups.
- 03 Looker Studio: Covers the deep dashboard customization gap. Free for the base product with full visual control, custom calculated fields, blended data sources, and the same Gemini-assisted query building that mid-tier reporting tools charge \$200+/month for. Tradeoff: no native white-label client portals, no scheduled PDF email delivery, no built-in rank tracker, and non-Google data sources require paid third-party connectors that can run \$25-350/month each.

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Full review: blocksentient.com/review/agencyanalytics