

A hand is shown pointing towards the right side of the image. The background features several overlapping rectangular frames with rounded corners, each containing different icons and text. The top-left frame is white and contains the word 'Online'. The middle-left frame is blue and contains the word 'SOCIAL'. The bottom-left frame is orange and contains the word 'MEDIA'. The background also features a gear icon and the word 'BUSINESS'.

acuity

Cloud-Accounting for Marketing & Advertising Agencies

From Acuity Solutions

sage Intacct

Cloud Accounting for Marketing Agencies



Running a marketing and advertising agency can be very demanding, especially when trying to meet the expectations of your customers. Therefore, having a financial management solution at the centre of your operations, uniquely tailored to your specific needs is key. At **Acuity** we understand the accounting challenges of operating a marketing agency, having helped similar businesses to track projects, bill customers accurately and report more effectively.

Our experience of working with marketing agencies combined with our knowledge of Sage cloud accounting software has enabled us to help their finance teams to spend less time in spreadsheets, and more time planning for new projects, new service lines, staffing and much more.

Sage solutions such as **Sage Intacct** allow you to track your campaign and project costs, bill your customers accurately, and allocate vendor spend – all in one easy-to-use system. You can also access real-time data at project level through dynamic reporting to make faster better decisions that impact profitability.

What you could gain from using Sage Intacct:

- Accounting & reporting across multi-entities, in multi-currencies, across multi-projects.
- Real-time automated consolidation resulting in fast month-end close
- Quicker, more accurate invoicing that improves cash-flow
- Improved customer satisfaction with detailed visibility into project accounts
- Better data-driven decisions made from insightful reports in real-time dashboards
- Clearer budget vs actual reporting for instant understanding and decision making
- Faster automated billing process including vendor invoice allocation
- Better control of project costs with increased analysis of spend, billable time and resource alignment.

Get your projects back on track with cloud accounting and experience the **Intacct Impactt!**
Arrange a demo today email

marketing@acuitysolutions.co.uk or call 01932-237110

