

SocialEyes Communications Launches Performance-Based Growth Model for Clients

"New model ties agency earnings to client revenue, redefining what true marketing partnership means."



SocialEyes
COMMUNICATIONS

TORONTO, ONTARIO, CANADA, April 15, 2025 /EINPresswire.com/ -- SocialEyes Communications, a [leading digital marketing agency](#) in North America, has launched an industry-first Performance-Based Marketing Partnership Model, shaking up the traditional agency billing structure and aligning success directly with client business growth.

“

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Marly Broudie

Under the new model, SocialEyes will offer [digital marketing services](#) with a base fee supplemented by a revenue-sharing structure—meaning the agency earns more only when their clients experience measurable growth. “We’re done with vanity metrics and fluff,” says Marly Broudie, Founder and CEO of SocialEyes Communications. “This model proves our confidence in

what we deliver. If we’re truly a growth partner, we should grow with our clients—not at their expense.”

The model initially rolled out with current clients - select law firms, medical practices, and real estate developers—industries where SocialEyes has demonstrated consistent ROI through tailored Google Ads campaigns, SEO strategies, and content marketing initiatives.

Why This Matters:

- High accountability: Clients can track where every dollar is going—and how it's converting.
- Full-funnel visibility: From brand awareness to lead generation and conversion, the model encompasses every touchpoint.
- A new agency standard: As businesses become more ROI-conscious, this model redefines what marketing partnership should look like.

The move also comes at a time when many businesses are re-evaluating marketing budgets due to economic uncertainty, making [performance-based marketing services](#) more appealing than

ever.

"It's time agencies put their money where their metrics are," Broudie adds. "We're here to drive meaningful business growth—and we're ready to share in the risk and reward."

Marly Broudie

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