

AGENCY PARTNER OVERVIEW

Your client. Your relationship. Our thinking.

This Is Better provides the senior ecommerce growth layer behind agencies serving premium ecommerce clients. We diagnose where growth is actually constrained across demand, discovery, acquisition, conversion, retention, measurement and capability — then help you decide what should be stopped, fixed, scaled or tested next.

Inside: the three visibility modes, the end-to-end workflow for white-label and embedded engagements, what we need from you, what you receive, and the partner-protection checklist.

Senior Ecommerce Growth Consultancy

United Kingdom · thisisbetter.co.uk/for-agencies

You choose how visible we are.

The delivery model is agreed before any client work begins and can differ by client relationship.

Invisible / white-label

We operate entirely behind your brand. The client sees your agency leading the thinking. All materials carry your identity and we do not appear in client-facing communication.

Co-branded

Joint strategic delivery where both brands are visible and roles are clearly defined. Useful where the client values specialist depth alongside your relationship.

Introduced specialist

You remain lead agency and introduce us transparently as ecommerce growth specialists. You keep client leadership, prioritisation and commercial ownership.

How a white-label or embedded engagement runs.

WEEK 0

Partner alignment

Agree the client situation, visibility model, commercial terms and how findings are reviewed before reaching the client.

WEEK 1

Information handover

You share what you already hold. We flag gaps quickly rather than sending a long questionnaire. No client contact required unless you want it.

WEEKS 1-3

Diagnosis across the growth system

We review all seven stages and test where performance is genuinely constrained, not where activity is easiest to add.

WEEK 3

Agency review

You see findings first and agree what is presented, what sits inside your capabilities and how it is framed in your voice.

WEEK 4

Client readout

Delivered behind your brand, jointly, or as an introduced specialist. You retain client leadership throughout.

ONGOING

Embedded continuation (optional)

An agreed cadence of priority reviews, specialist alignment and quarterly re-diagnosis.

Inputs and outputs.

What we ask you to share

- Analytics access or exports (sessions, revenue, conversion by channel and device)
- Ecommerce platform detail and, where available, product or category performance
- Paid media accounts or reporting, at whatever level you can share
- Email/CRM and lifecycle performance where a CRM partner is involved
- Current scope of work and any active roadmap or test plan
- Commercial context: margin pressure, AOV, repeat behaviour and targets
- Who the stakeholders are and what they currently believe the problem is

What you receive

- Growth System Scorecard across the seven stages
- Constraint Map showing where growth is actually limited
- Opportunity Stack, prioritised commercially rather than by channel
- Stop / Fix / Scale / Test decision set
- 90-day plan and 12-month direction
- Leadership readout deck, in your brand where required
- A private agency note showing where work maps back to your capabilities

Built to protect the relationship, not compete with it.

- ✓ No direct solicitation of your client, during or after the engagement.
- ✓ No behind-the-scenes pitching of additional services.
- ✓ Existing agency scopes and relationships are respected.
- ✓ You choose the delivery model and visibility, per client.
- ✓ Confidentiality and non-solicitation can be formalised contractually.
- ✓ Mutual NDA available before any client information is shared.
- ✓ Findings can be reviewed with the agency before the client readout.
- ✓ Where recommendations sit inside your capabilities, the work is yours.

Start with one client relationship

If the conversation with one of your best clients has become bigger than your current scope, that is usually the right place to begin. Email hello@thisisbetter.co.uk or visit thisisbetter.co.uk/for-agencies.