

Digital Clarity Launches Pilot Programme to Help Agencies Reduce Client Churn and Strengthen Growth

Fix client-side gaps before churn hits and keep more clients.



London, United Kingdom Aug 23, 2025 ([Issuewire.com](https://www.issuewire.com)) - In response to rising client churn and shifting agency dynamics, Digital Clarity has unveiled a new Agency Pilot Programme designed to help digital and performance agencies tackle the root causes of retention challenges, and earn from strategic referrals.

The programme comes at a time when 78% of marketers are planning agency reviews in the next year, while tighter budgets and AI-driven expectations are putting agencies under pressure to deliver more, often without clear client-side foundations.

“Even the best-delivered campaigns can’t overcome poor positioning or muddled strategy,” said Reggie James, Co-founder at Digital Clarity. “Agencies are being held accountable for results that can’t materialise when the client’s value proposition, ICP, or GTM plan is broken. This pilot is about fixing that — together.”

Closing the Retention Gap: What the Pilot Offers

This strategic pilot provides agency partners with access to Digital Clarity’s independent growth diagnosis - a structured intervention that uncovers and addresses strategic issues such as:

- Misaligned propositions and messaging
- Incorrect or underdefined audience targeting
- Fragmented go-to-market strategies
- Lack of realistic success metrics
- Ineffective sales enablement and positioning

The outcome: better campaign results, happier clients, and extended retention - all without adding operational strain to the agency’s core team.

How It Works

- Strategic Diagnosis: A 3-month engagement pilot programme - covering ICP validation, offer alignment, and revenue opportunity mapping.
- No Conflict: Digital Clarity partners as a neutral strategic layer - not a competitor - ensuring agencies keep full ownership of client relationships.

Designed for Results

For Agencies

- Retain clients longer (12+ months vs. 3-month churn cycles)
- Focus on delivery, not diagnostics
- Earn from strategy work without expanding headcount
- Strengthen positioning as a growth partner

For Clients

- Clarity around value proposition and GTM execution
- Higher quality leads and improved conversion
- Increased revenue and strategic momentum

For Digital Clarity

- Trusted strategic ally to the agency
- Additional services with shared clients
- Long-term client growth

Ready to Pilot?

Agencies interested in joining the pilot or referring a client can email reggie.james@digital-clarity.com.

The programme is open to a limited number of agency partners through Q4 2025.

About Digital Clarity

Digital Clarity is the trading brand for Stylar Limited, a wholly owned subsidiary of Digital Brand Media & Marketing Group, Inc (DBMM), through its offices in London, England.

Digital Clarity is a leading provider of marketing consulting and advisory solutions. It empowers businesses to achieve their marketing goals through strategic insights, innovative use of technologies, AI, and a framework that accelerates growth.

The company has a strong track record of success in delivering tangible results as a private company, and then as a public company, Digital Clarity is at the forefront of driving marketing change to accelerate growth and create lasting value for its clients.

With 20+ years in digital and performance marketing, the team brings clarity to the chaos, so you can focus on what works.



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