



CASE STUDY

MKT HOUSE

Agency

Market House

Challenge

Bringing new clients onto services

Solution

Monitor site uptime as a service for prospects

Results

Greater agility in developing client sites, faster time to market

“The power of their platform has actually changed our business model. Because we can so quickly setup a new WordPress installation, we can easily create a new transferrable install to begin working with a client faster than ever before.”

- Jason Marlowe

Marketing Consultant & Designer,
Market House

How This Agency Changed Its Business Model Through WPE

MARKET HOUSE IMPLEMENTS UPTIME MONITORING, SEES VAST IMPROVEMENT IN AGILITY

The Company

Market House is a one-stop marketing resource for businesses. From ideation to content creation and beyond, Market House was created to help businesses thrive. The largest segment of their business centers around web design, then they add on digital marketing strategies to increase growth, sales, and brand awareness.

The client in the case study will be referred to as Client X. They're in the medical industry and although they're business isn't transacted online, they need a website to present a strong face to their brand for current and potential clients.



The Challenge

Client X came to Market House for a website redesign. According to Market House's Digital Marketing Consultant & Designer, Jason Marlowe, “During the course of the project, we noticed a disturbing issue with their current site: it went down...a lot.”

This gave the agency a new idea that they would start monitoring uptime with clients and prospects. “But why monitor uptime on a site we don't manage? Simple. It's a great tool for us to use when selling services like hosting and website care plans,” Marlowe explained.



The Solution

With a combination of Uptime Robot and its Slack integration, Market House can now easily keep an eye on prospective and current clients' sites.

In the case of Client X, the agency noticed an alarming amount of downtime. “This caused us to take a look at some of our legacy clients with non-WPE hosting plans. And what we found was an opportunity to convince and convert using uptime,” said Marlowe.

He added, “So, like any group of data nerds, we tracked uptime for Client X, as well as a few other clients we did not host with WPE. We took a look at websites running on 1&1, GoDaddy, Eleven2, and, of course, WP Engine. What we found was a massive opportunity to highlight the difference in quality between hosting providers.”



The Results

After just one month, Client X had a downtime of nearly 3.5 hours, whereas Client H, who is hosted by WP Engine, had 0 seconds of downtime - not a single second offline!

Date	Client	Downtime	
March 15	Client C	1 minute, 9 seconds	0:01:09
March 16	Client X	23 minutes, 26 seconds	0:23:26
March 21	Client C	1 minute, 0 seconds	0:01:00
March 21	Client M	12 minutes, 41 seconds	0:12:41
March 24	Client X	6 minutes, 24 seconds	0:06:24
March 25	Client C	3 minutes, 21 seconds	0:03:21
March 28	Client X	1 minute, 55 seconds	0:01:55
March 29	Client X	13 minutes, 27 seconds	0:13:27
March 31	Client X	2 hours, 11 minutes, 59 seconds	2:11:59
April 6	Client X	1 minute, 44 seconds	0:01:44
April 6	Client G	4 minutes, 24 seconds	0:04:24
April 8	Client L	2 minutes, 23 seconds	0:02:23
April 9	Client X	1 minute, 6 seconds	0:01:06
April 10	Client C	1 minute, 1 second	0:01:01
April 13	Client X	7 minutes, 29 seconds	0:07:29
April 14	Client X	20 minutes, 41 seconds	0:20:41
Total downtime in 1 month for Client X			3:28:11
Total downtime for Client H (Host: WPE)			0:00:00

The chart above shows some of Market House's various clients, not hosted with WPE, and site downtime they experienced over the past month. Client H, hosted with WPE, had zero site downtime over the course of a month.

“Client X, who is typically a hard sell, not only jumped on the opportunity to move their website to WP Engine, but also was so impressed by the monitoring and data that they signed on for one of our monthly website care plans.”

“Thus, our new plan was born to use uptime as a tool to sell clients additional services like hosting and website care plans,” said Marlowe.

He added, “The power of their platform has actually changed our business model. Because we can so quickly setup a new WordPress installation, we can easily create a new transferrable install to begin working with a client faster than ever before. We’ve actually started to begin mocking up ideas and prototypes weeks in advance of previous timelines thanks to the power of WPE.”

When asked about some of his favorite features WP Engine offers for agencies, Marlowe explained that, “Spinning up a site is easier than any other hosting provider I’ve ever used. Migrations are a thing of beauty. Transferrable installs is another amazing feature for agencies. And live chat for support - forget about being able to enjoy any other live chat experience from any other WPE competitor or industry. WP Engine has - hands down - the best customer support I’ve ever experienced. They’re fast, friendly, efficient, knowledgeable, and driven.”

About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. Founded in 2010, the company is headquartered in Austin, Texas and has offices in San Francisco, California, Limerick, Ireland, San Antonio, Texas, and London, England.