

Klypps for agencies

How agencies use Klypps to win pitches, run retainers and prove what worked. Examples use fictional brands.

What Klypps does

Klypps reads every social video from a brand, its competitors and creators, and turns it into findings with the real posts behind every number. Each finding becomes a brief with a target, and results are checked at day 7 and day 28.

How agencies use it

- **Win pitches:** a Competitor report shows a prospect where they win and trail, with three next moves.
- **Run retainers:** weekly Competitor Watch briefing, briefs grounded in evidence, and client approvals in one place.
- **Prove results:** 7- and 28-day results against each brief's target, exported to PDF or PowerPoint.

Workspaces and roles

One workspace per client brand, with a portfolio view across clients. Four roles:

- **Owner** — everything, including sharing, budgets and security.
- **Strategist** — briefs, reports and sharing.
- **Analyst** — analysis and attribution review.
- **Client viewer** — the client portal: approve briefs, request changes, read results.

White-label and client portal

Put your logo and colours on reports and shared pages. Clients see only their own approved outcomes in the portal, never raw staff data or other clients.

Instant snapshot and Competitor report

- **Instant snapshot** — a private single-channel comparison, requested at “See how you compare”. Reviewed and returned within one business day while snapshots run in request mode.
- **Competitor report** — an 8-10 page analyst report with claim checks, a sources appendix and sign-off before sharing.

Onboarding a client in a week

- Create the workspace and add the brand plus up to five competitors.
- Confirm the brand's own channels.
- Send the client a private 7-day connection link (read-only access).
- Set the first goal, then deliver the first Competitor report or Monday briefing.
- Invite the client as a Client viewer for weekly approvals and results.

Trust and honesty

- Every number links to its posts, period, source and confidence.
- Brand-owned, creator and paid posts are never mixed.
- Fewer than 10 posts is labelled low confidence; small samples show "not enough data".
- Spend and impressions are never shown.

Security

- Two-step sign-in with recovery codes; Owners can require it.
- Connected-account tokens are encrypted and server-only; access is read-only.
- Commenter identities are anonymised.

Coming soon

- Live account connections, once each platform approves the Klypps app.
- Email delivery of briefings and snapshots, once a Klypps sender domain is set up.

Working with us

Refer clients, white-label Klypps, or run the platform yourselves. Engagements start with a Competitor report. Contact hello@klypps.com or visit klypps.com/help.