

CASE STUDY — GROWTH OPS / AUTOMATION / BI

The Multi-Account Growth System

Marketing operations · automation · business intelligence

This document describes the infrastructure I built and ran underneath a portfolio of 20–30 small-business client accounts — the reporting pipeline, the CRM data layer, and the automation that kept both running without manual upkeep.

The agency's name is withheld here by agreement; the system described is mine, designed and built end to end.

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01 — THE SETUP

20–30 accounts, one person, no dropped balls

A performance marketing agency runs 20–30 SMB client accounts at once — each with its own budget, its own goals, its own reporting cadence. I managed the media directly: campaigns across Meta and Google, generating roughly 1,100 leads a month at an average cost per lead under €9.

The media work alone doesn't scale to that many accounts without breaking something. What made it hold together was the layer underneath it — infrastructure I designed and built, not a template I inherited.

02 — BEFORE THE SYSTEM

Reporting by improvisation

When I started, reporting was entirely manual: data pulled by hand from each ad platform, assembled differently depending on who did it and when, shared in whatever format was at hand. With 20–30 accounts running at once, that meant every update was a small project, every client question meant digging through numbers again, and nobody — owners, clients, or the team handling the leads — was working from the same picture.

The problem wasn't effort; it was that the process didn't exist. Nothing was wrong with any single report. What was missing was a way of producing them that didn't depend on someone remembering to do it, and doing it the same way every time.

The system behind the accounts

REPORTING PIPELINE

A Python pipeline pulls Meta and Google Ads data through their APIs into Google Sheets dashboards, refreshed without manual pulls. These are the dashboards agency owners and clients checked daily — built once, with no extra upkeep for each account added.

DAILY SLACK REPORTS

The same pipeline posts an automated performance report to Slack every morning — what moved, account by account, delivered before anyone has to ask.

CRM DATA ARCHITECTURE

I led the data architecture and API integration for a custom CRM — defining how lead data is structured, where it connects, and how it's visualised. It's the layer designed to eventually absorb the reporting pipeline into something purpose-built.

FULL-SERVICE DELIVERY

Every account got the complete loop: campaign management, creative production, tracking setup, ad copy, video scripting and AI-assisted production — the same standard whether the account was large or small.

CREATIVE & TEAM DIRECTION

Beyond media buying, I directed the creative output and set the strategy the appointment-setter team worked from — the media, the message and the follow-up designed as one system, not three handoffs.

04 — THE NUMBERS

What the system produced

20–30

Accounts managed

~1,100

Leads / month

<€9

Average CPL

05 — WHAT CHANGED

Clarity as the real deliverable

Built and run in 2026, the system changed the work less in its numbers than in its texture. Everyone involved now looked at the same data, in the same place, refreshed without anyone asking: agency owners could see the whole portfolio at a glance, clients could check their own accounts without waiting for an email, and the appointment-setter team knew what was coming in before the day started.

The confusion went with the manual process. Questions that used to take a search through spreadsheets had an answer on a dashboard; problems surfaced in the morning Slack report instead of in a client call. Managing 20–30 accounts stopped being a matter of keeping everything in one person's head and became something the whole team could follow — without the stress that comes from never being sure the numbers are current.

FULL OWNERSHIP, END TO END

The infrastructure was designed, built and run by the same person running the media on top of it. When a task repeats across accounts, it gets built once — so the time goes into the decisions instead of the reporting.

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