

Nexus Pro for **Agencies**

Benchmark your client's performance and understand how they compare within their market.

How You Can Use Nexus Pro?



Compare clients' **performance** against **similar brands**.



See if changes are **market-wide** or **specific** to an account.



Identify **gaps** between a **client** and the **benchmark**.

How to Ask Better Questions?

For the best results:

- ✓ Use **simple** and **natural** language
- ✓ Ask **one** question at a time

For the best deep dives:

- ✓ Ask a **follow-up** question to get more information
- ✓ Include the **metric** and **timeframe**

10 Essential Benchmarking Questions

- 1 "How does this client's ROI compare to similar brands in their vertical?"
- 2 "How does this client's AOV compare to similar programs?"
- 3 "Are commission rates for this client competitive within their vertical?"
- 4 "How does this client's performance compare to the market over the last 30 days?"
- 5 "Which metrics explain the gap between this client and the benchmark?"
- 6 "Has this client's relative position improved or declined over time?"
- 7 "How does this client's conversion rate compare to similar brands in their vertical?"
- 8 "Is this recent performance change market-wide or specific to this client?"
- 9 "How does this client's ROI trend compare to the vertical average over the past quarter?"
- 10 "Where is this client outperforming or underperforming the benchmark across key metrics?"

Disclaimer:

Nexus Pro provides insight and context based on available platform data. It does not take actions or predict future performance. Always review outputs before making strategic decisions.