

# How The Xcite Group uses Vendasta's AI tools and product ecosystem to secure \$745K and zero churn



The Xcite Group is a Denver-based digital marketing agency founded in 2011.



Originally a pay-per-click (PPC) specialist, it evolved into a full-service digital marketing firm.



A Vendasta partner since 2013.

## Business goals



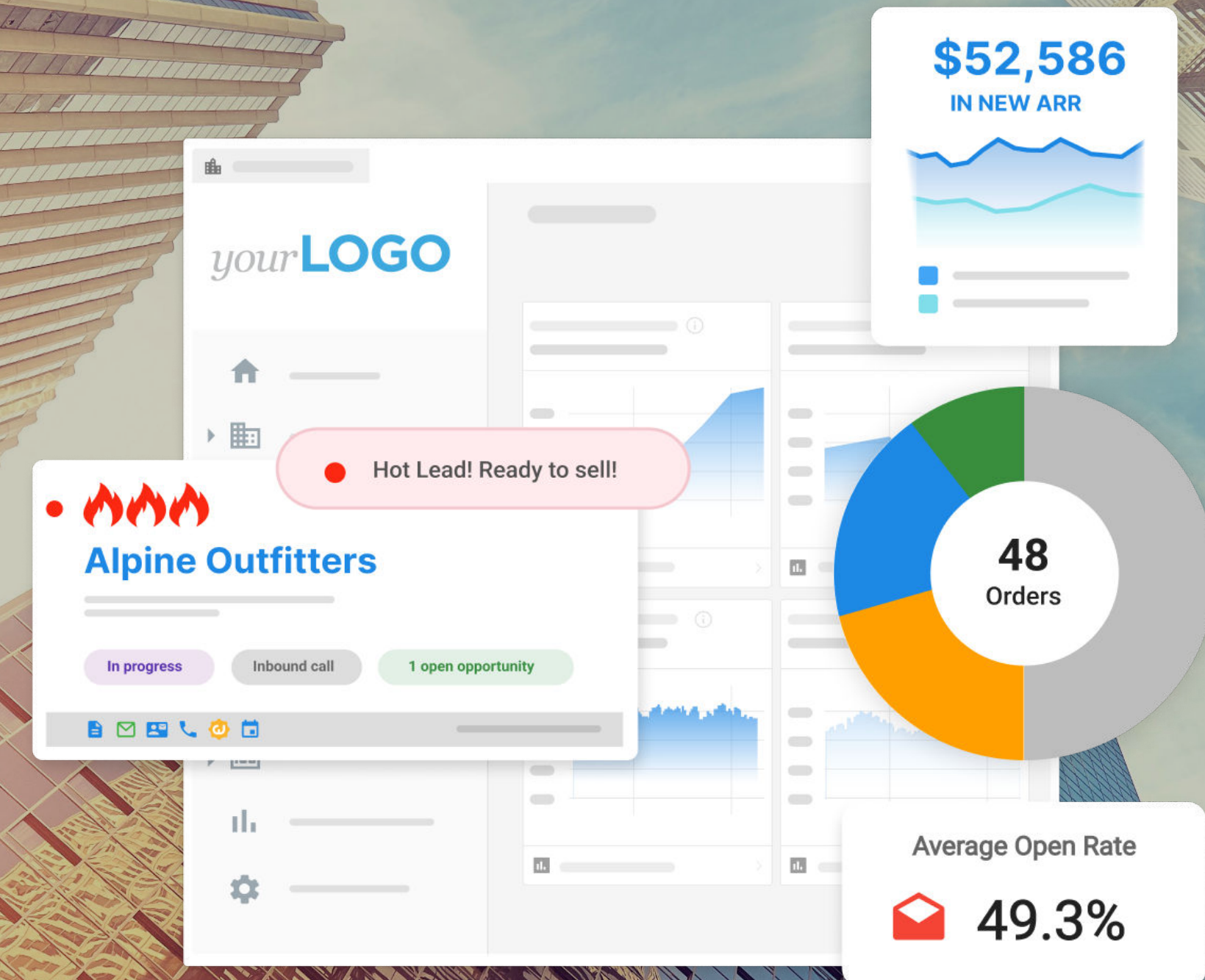
Reduce manual workload through AI-powered tools like Listing Sync Pro and CRM automation, allowing the team to focus on strategy and client success.



Leverage AI-powered tools and CRM integration to provide faster responses, better insights, and stronger relationships.



Increase lead-to-appointment conversions with AI Receptionist and expand AI integration to stay competitive in the evolving digital marketing landscape.





# Driving growth, retention, and efficiency with Vendasta's solutions



**\$745K**

**Gross marketplace revenue**

Strong demand for Vendasta's marketplace solutions continues to drive significant revenue growth.



**100%**

**Client retention with Vendasta AI**

Unmatched service, undeniable value, and lasting trust keep every client utilizing Vendasta products engaged and satisfied.



**20%**

**Increase in conversions**

AI Receptionist captures leads outside business hours, creating more sales opportunities around the clock.

## Best-selling products



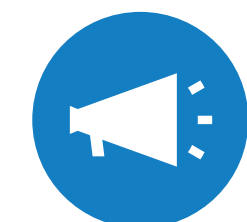
Listing Sync Pro



Reputation Management



Social Marketing



Advertising Intelligence

## The catalyst behind our growth and innovation

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*“For over a decade, Vendasta has been more than just a tech partner—they’ve been a catalyst for our growth, helping us streamline operations, embrace AI, and stay ahead in an ever-evolving industry.”*



**Michael Klabon**  
Partner at The Xcite Group

