

Agora Inc. – Explosive Growth Through Partnership

The Client

The Agora is a network for various publishers of financial, health, travel and special interest books and newsletters — each offering ideas, information and insights generally unavailable in the mainstream press. It is the only network of its sort in the US, and the world... and it's growing. In 2015 The Agora Companies produced and marketed over 300 publications reaching more than 4 million readers around the globe.

The Unfulfilled Need

With the company's commitment to original, alternative and useful views, an innovative and agile subscription and marketing solution was a must. Agora had a long-term vision of radically expanding their promotion and marketing capabilities, and did not want to be constrained by system limitations. The previous vendor was not set up to change course or make changes quickly and was not interested in changing to become so. Agora was frustrated at missing marketing opportunities due to slow turn-around.

The Partnership

A search for a compatible vendor partner who would work with them realize to their vision led them to AdvantageCS. They were impressed with the depth of functionality of the Advantage software and with the expertise and capability of the development staff. A basic tenet of AdvantageCS' business philosophy is to never say "no," and to figure out how to give each client what they want. This was just the attitude Agora was seeking. Both companies committed to making the partnership work through frequent and candid communication, shared responsibility and problem solving through creative and original thinking.

The Result

In the fifteen years since joining forces, Agora's business has grown by leaps and bounds. Innovative marketing strategies and inventive promotions have been the catalyst for dozens of new products, new markets, and whole new businesses, all facilitated by Advantage.

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