

MARKETING AGENCY · RESOURCE UTILIZATION

How Our Client Turned Resource Utilization into Its Most Profitable Lever

Poor visibility into team capacity was eating into
billable utilization and margins



INDUSTRY

Marketing
agency

COMPANY SIZE

22 people

RESULT

Utilization rate up from 58% to 76%,
three new accounts onboarded without
new hires, project overruns cut by 40%

The Problem

Bridgeline Creative is a 22-person marketing agency handling content, paid media, and design retainers for a dozen mid-market clients. Like most agencies their size, profitability came down to the one number leadership tracked obsessively: billable utilization rate. The problem was they could only properly track utilization rate after the month closed.

Bridgeline's resourcing lived in three places:

- A spreadsheet the ops director built weekly
- Slack threads where account leads gave ad-hoc work to available members
- Gut instinct from project managers who'd been there long enough to remember who was slammed

That worked at a scale of 5 people. At 22, it broke down.

Two designers were consistently overbooked while a third sat underutilized for weeks at a time. It was invisible until payroll and revenue numbers did not sit. Account leads padded timelines because they didn't trust the team had room, which meant clients waited longer for work that could've shipped faster. New client pitches got scoped against hope, not actual bandwidth,. So, the agency won business it then couldn't staff without scrambling.

The problem was the same as most agencies face.

They were profitable on paper and stretched thin in practice. Nobody could tell them, on any given day, who actually had capacity.

The Turning Point

The Hidden Cost of a Client Win

The breaking point was a new client win that should've been good news. But instead, onboarding them meant reassigning work across four teams, and it took the ops director three days to figure out who could absorb it. By the time the plan was set, the promised timeline to the client was already late.

Bridgeline needed one place to see workload across every person, every project, every week.

The solution

Bridgeline moved resourcing into 5day.io's workload view, which pulls live workload data from active tasks and projects across all the clients instead of relying on manual updates.

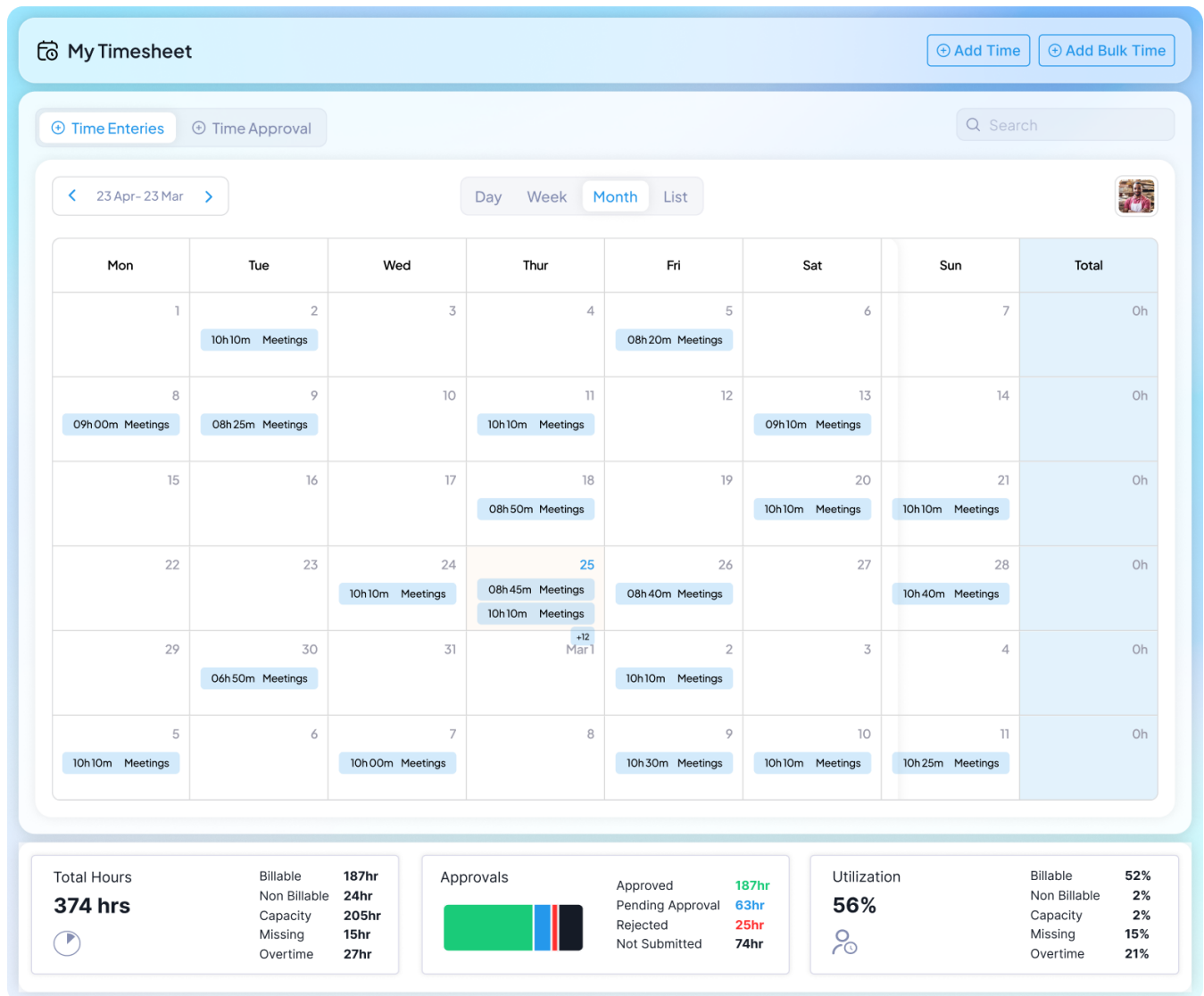
What changed:

1**Real-time capacity****2****Scoping against actual bandwidth****3****Rebalancing before overload hits****4****Onboarding without new hires**

1

Real-time capacity

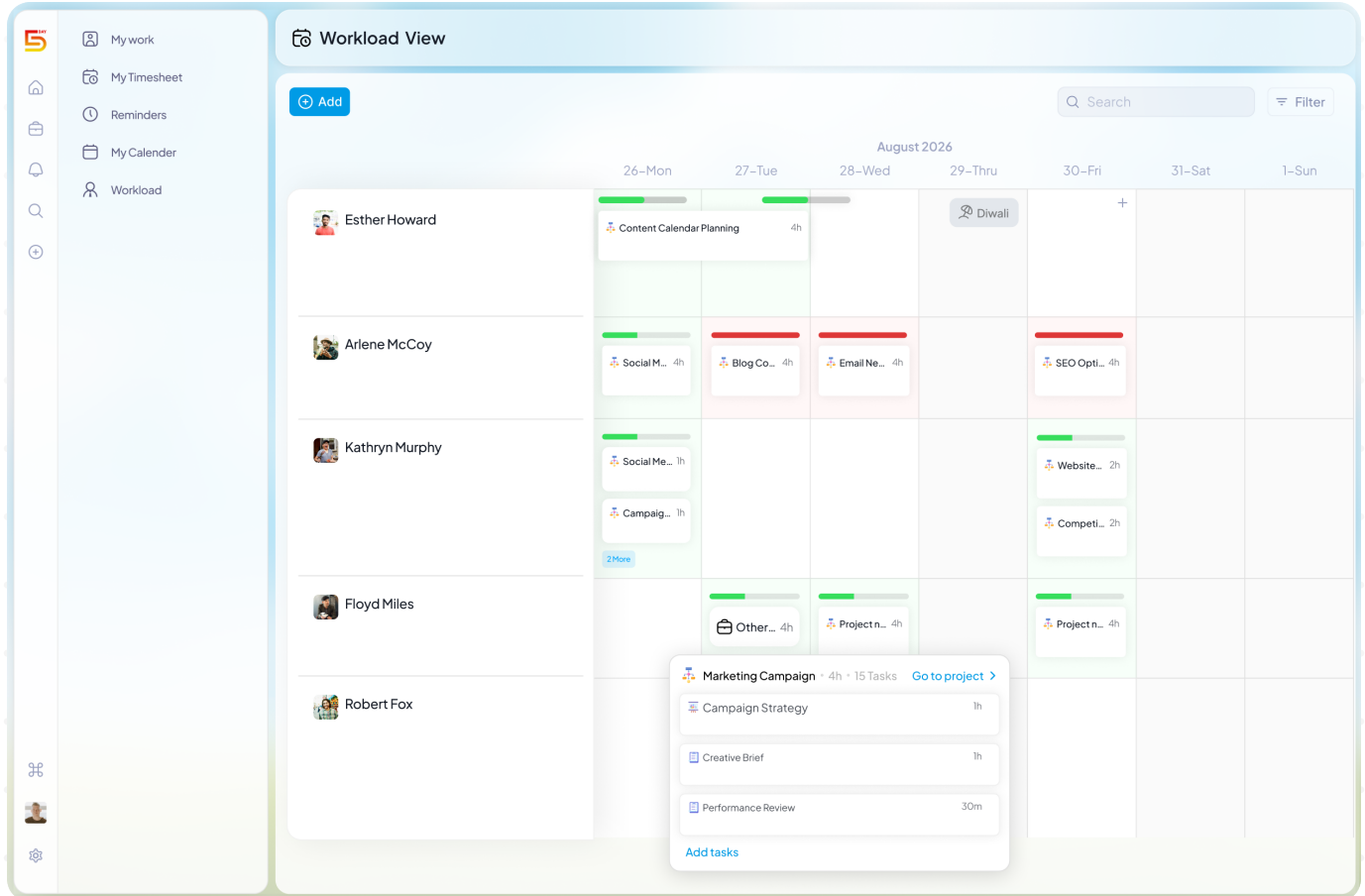
Every team member's workload updated automatically as tasks got assigned, so the ops director could see who was over- or under-booked without asking.



2

Scoping against actual bandwidth

Account leads checked the capacity view before quoting new work or setting deadlines, instead of scoping against assumptions.



3

Rebalancing before overload hits

Work got redistributed to underutilized team members as soon as imbalances showed up, instead of after someone flagged burnout.

 **Brand Awareness Campaign**

List

Activity Stream

Files

Timesheet

Discussions

Board

< Back

Project name > Analytics

Name

★ Campaign Performance

Type

Burn up

Burn Down

Velocity

Data

Format

Choose Data Set

Based On

Marketing Tasks

Choose Data From

Select Workspace & Project

Date Range

Last 30 Days

Widget Preview

★ Campaign Performance

Current Campaign Velocity

6/19/2026 - 6/25/2026

2.5

Current Velocity



Campaign	Initially Committed	Finally Committed	Done
Campaign 1	45	35	59
Campaign 2	35	45	59
Campaign 3	45	35	59
Campaign 4	35	45	59

Initially Committed

Finally Committed

Done

5day.io

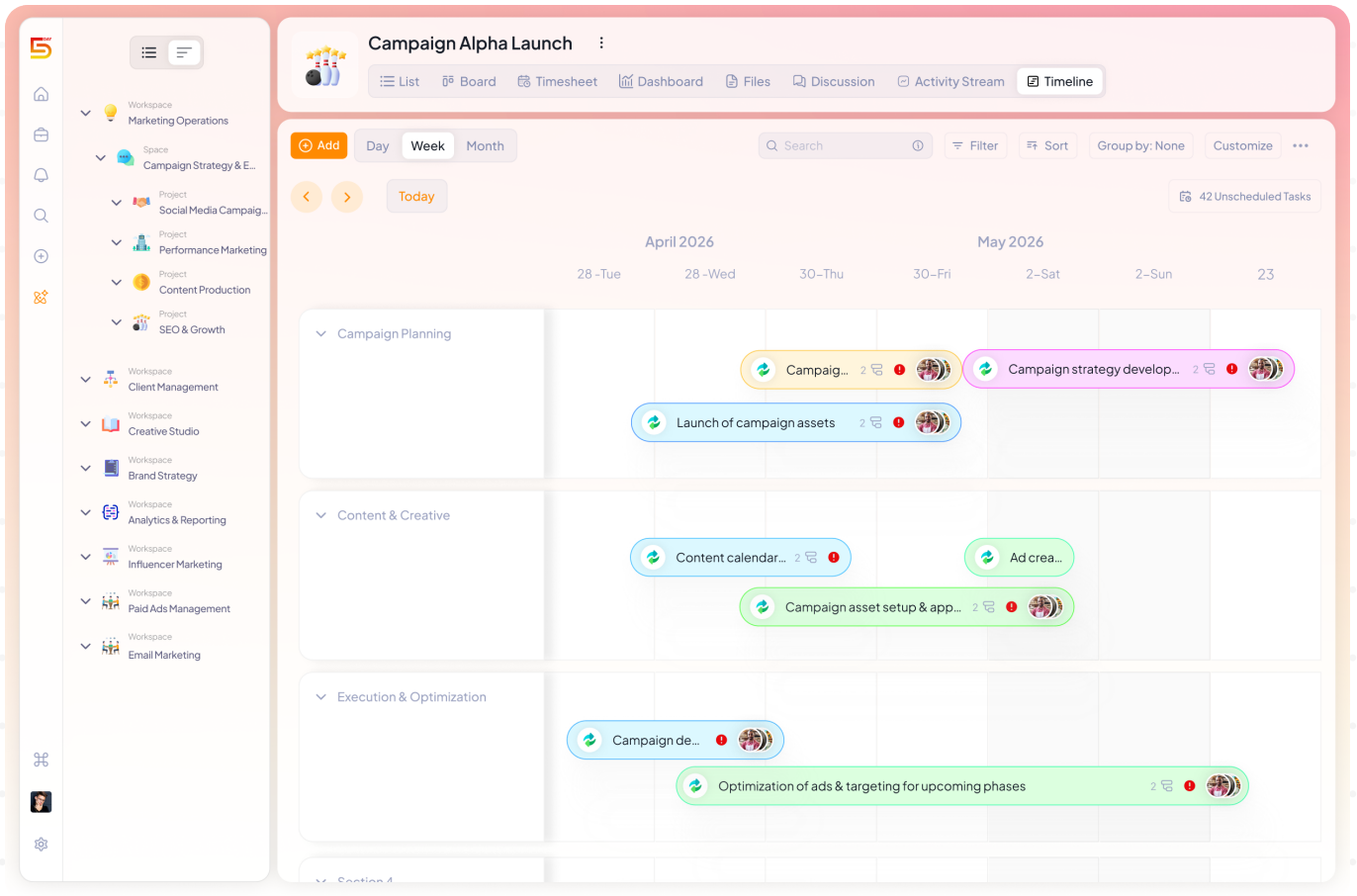
Built for Marketing Operations

07

4

Onboarding without new hires

With visibility into the gap between workload, Bridgeline absorbed new client work by reallocating existing capacity rather than hiring reactively.



The impact after implementing 5day.io

58% → 76%

Billable utilization rate

Baseline → Down 40%

Project overruns

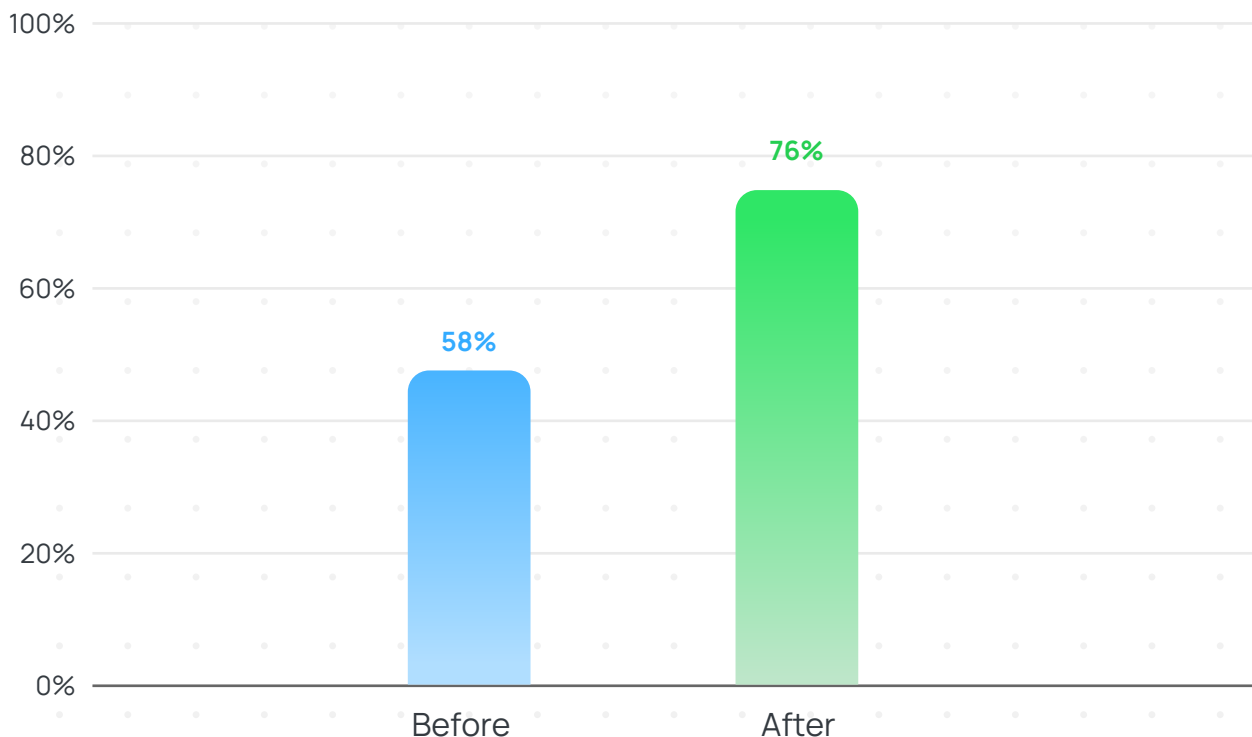
3 New Acct Onboarded

no new hires

~3 days → Same day

Time to resource a new project

This story is a composite drawn from patterns we see across marketing teams using 5day.io. Names, details, and figures are illustrative.



Profitability followed directly from utilization. With more of the team's time landing on billable work and fewer projects running over, margins improved without raising rates or headcount.

What changed after implementing 5day.io and what didn't

Resource utilization problems in the agency stemmed from a lack of visibility. Bridgeline's teams were managing workload based on their best guess as the data was always a few days stale. A live capacity view closed that gap, turning resourcing from a weekly fire drill into a daily decision made with current information.

For agencies where profitability is a direct function of utilization, that visibility was an important lever to nudge them in the right direction.

Bridgeline Creative is a composite case study illustrating how marketing agencies can use 5day.io's capacity and workload features to improve resource utilization.



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