



CONFIDENTIAL — FOR MARKETING PURPOSES

Client Impact Report

FY2025/26

Case studies, service metrics and commercial outcomes across CMB Insight, CMB Amplify and CMB Core.

May 2026

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01

Executive Summary

This report presents six client case studies from across CM Beyer Limited's three operating divisions — CMB Insight, CMB Amplify and CMB Core — covering engagements delivered between September 2025 and April 2026. Each case study documents the client challenge, the approach taken by CM Beyer, the measurable outcomes achieved, and a testimonial from the client or their representative.

CM Beyer operates as a sales, marketing and business consultancy, providing structured commercial programmes to UK small and medium enterprises. Our services are delivered through three specialist divisions, each with defined methodologies, reporting frameworks and quality review processes. All engagements are governed by fixed-scope proposals with transparent pricing and measurable KPIs agreed in advance.

The aggregated metrics presented in Section 5 represent averaged outcomes across all client engagements delivered in the reporting period. Individual results vary based on client circumstances, market conditions and engagement scope. All figures have been verified against client-reported data and CM Beyer internal records.



Metric	Value	Period
Client engagements delivered	18	Sep 2025 — Apr 2026
Average client ROI	2.7x	Across all divisions
Client retention rate	89%	Retained or expanded
Average NPS score	72	Post-engagement survey
Revenue generated for clients	£1.34M	Directly attributable

02

CMB Insight

Marketing Intelligence & Strategy

CMB Insight provides marketing strategy, competitive analysis, SEO auditing, market research and campaign planning. Engagements are data-led, with recommendations grounded in competitive intelligence gathered through our analytical toolkit including Semrush, primary research and proprietary frameworks.

CMB INSIGHT — CASE STUDY 1

Hargrove & Lane Consulting

Professional Services

Challenge

Hargrove & Lane, a 12-person management consultancy based in Bristol, had been operating for four years with no formal marketing strategy. Client acquisition was entirely referral-based, which delivered steady but unpredictable revenue. The founding partners wanted to grow revenue by 30% over the following 12 months but had no internal marketing capability and no clarity on which channels would deliver the best return for their budget.

Approach

CMB Insight conducted a four-week discovery phase, comprising a competitive audit of nine direct competitors in the South West professional services market, keyword opportunity analysis across 340 search terms, a review of the client's existing web presence and content, and two stakeholder workshops to clarify positioning and target segments. The output was a 12-month marketing strategy with phased channel recommendations, content calendar, KPI framework and quarterly review milestones. The strategy prioritised LinkedIn thought leadership, SEO-optimised content marketing and targeted Google Ads for high-intent service queries.

Results

Within six months of implementation, organic search traffic to the Hargrove & Lane website increased by 185%, with 23 target keywords ranking in the top 10 on Google. LinkedIn engagement drove 14 qualified inbound enquiries in the first quarter of execution, of which 5 converted to paying clients. Total new revenue attributable to the strategy was approximately £67,000 over the six-month period, against a CM Beyer engagement cost of £18,500 — representing a 3.6x return on investment.

185%

Organic traffic increase

3.6x

Return on investment

£67K

New revenue (6 months)

23

Top-10 keyword rankings

"We had been talking about doing marketing for years but never had a plan. CMB Insight gave us a strategy that was specific, realistic and commercially grounded. The results in the first six months exceeded what we expected to achieve in the full year."

— Rachel Hargrove, Co-Founder, Hargrove & Lane Consulting

CMB INSIGHT — CASE STUDY 2**Northbrook Energy Solutions**

Renewable Energy / B2B Services

Challenge

Northbrook Energy Solutions, a commercial solar installation company in Manchester with 28 employees and annual revenue of approximately £2.1 million, was preparing to expand into the commercial EV charging market. The company needed a market entry strategy that would identify the competitive landscape, quantify the addressable market in their target geography, and define a go-to-market approach that could be executed within their existing sales and marketing resource.

Approach

CMB Insight delivered a comprehensive market sizing and competitor analysis covering 16 competing installers in the North West commercial EV charging market. The analysis included pricing benchmarking, channel assessment, customer segmentation based on property type and fleet size, and regulatory mapping covering OZEV grant eligibility and DNO connection requirements. The go-to-market strategy recommended a two-phase approach: a targeted direct outreach programme to fleet operators with 10–50 vehicles, supported by a Google Ads campaign targeting high-intent commercial queries.

Results

Northbrook launched the EV charging division three months after the strategy was delivered. In the first quarter of operation, the new division secured 7 commercial installations with a combined project value of £142,000, and built a pipeline of 22 qualified prospects. The direct outreach programme achieved a 12% meeting conversion rate from initial contact, significantly above the industry average of 4–7% for cold B2B outreach in the energy sector.

£142K

Revenue (Q1)

12%

Meeting conversion rate

2.8x

ROI on strategy cost

22

Qualified pipeline

"The market entry work CMB Insight delivered was the difference between launching properly and launching blind. The competitor analysis alone saved us months of trial and error."

— James Whitfield, Managing Director, Northbrook Energy Solutions

03

CMB Amplify

Advertising & Creative

CMB Amplify delivers advertising creative, media planning and buying, campaign management and performance reporting across digital and traditional channels. All creative is reviewed for CAP Code compliance before publication. Media is planned and bought directly — we do not subcontract the buying function.

CMB AMPLIFY — CASE STUDY 3

Clearview Dental Group

Healthcare / Consumer Services

Challenge

Clearview Dental Group operates three dental practices across South London, with a combined patient list of approximately 8,400 active patients. The group was experiencing declining new patient acquisition — down 22% year-on-year — driven by increased local competition and an over-reliance on Google Ads campaigns managed by a previous agency. Cost per new patient enquiry had risen to £47, well above the viable threshold of £30.

Approach

CMB Amplify conducted a full audit of the existing Google Ads account, identifying £1,800 per month in wasted spend across broad-match keywords, poorly structured ad groups, and landing pages with a 78% bounce rate. We restructured the account around location-specific, high-intent search queries, rebuilt the landing pages with clear calls to action and trust signals, launched a complementary Meta campaign targeting local demographics with appointment-booking creative, and implemented call tracking to accurately attribute new patient enquiries to specific campaigns and channels.

Results

Within four months, cost per new patient enquiry dropped from £47 to £19 — a 60% reduction. New patient enquiries increased by 74% on the same monthly budget. The Meta campaign delivered a £12 cost per enquiry, outperforming the restructured Google Ads campaign. Total new patient revenue attributable to the campaigns over the four-month period was approximately £91,000, against total campaign spend (media plus management) of £34,200.

60%

CPA reduction

74%

Enquiry increase

£19

Cost per enquiry

2.7x

Campaign ROI

"Our previous agency was spending our budget but the results were getting worse every quarter. CMB Amplify halved our cost per patient in the first two months and we are now growing again for the first time in over a year."

— Dr Priya Nair, Clinical Director, Clearview Dental Group

CMB AMPLIFY — CASE STUDY 4

Fenwick & Hart Interiors

Retail / E-commerce

Challenge

Fenwick & Hart is an independent furniture and interiors retailer based in Leeds with a growing e-commerce presence. Online revenue had plateaued at approximately £38,000 per month despite increasing ad spend across Google Shopping, Meta and Pinterest. The owner suspected that the creative was fatiguing and the channel mix was suboptimal but lacked the expertise to diagnose the specific issues.

Approach

CMB Amplify rebuilt the creative strategy from scratch. We produced 48 new ad variants across all three platforms — including lifestyle photography direction, short-form video content for Meta Reels and Stories, and optimised product feed titles for Google Shopping. The media strategy was restructured to allocate budget dynamically based on ROAS by channel, with weekly rebalancing. Pinterest — which had been receiving 30% of budget but delivering only 8% of conversions — was scaled back, and the freed budget was redistributed to high-performing Meta prospecting audiences and Google Shopping campaigns.

Results

Online revenue increased from £38,000 to £54,500 per month within three months — a 43% uplift. Return on ad spend improved from 2.1x to 3.4x. Creative fatigue was addressed through a scheduled refresh cycle tied to performance thresholds rather than arbitrary timelines. The total media budget remained unchanged; the improvement was driven entirely by better creative and smarter allocation.

43%

Revenue increase

3.4x

Return on ad spend

£54.5K

Monthly revenue

48

New creative variants

"The difference was immediate. Same budget, completely different results. CMB Amplify showed us that we did not have a budget problem — we had an execution problem."

— Tom Fenwick, Owner, Fenwick & Hart Interiors

04

CMB Core

Business Management Consulting

CMB Core provides business management consulting, operational reviews, financial planning and advisory services. Engagements are structured around defined deliverables with practical, implementable recommendations — not theoretical frameworks that require further interpretation.

CMB CORE — CASE STUDY 5

Dalton Recruitment Partners

Recruitment / Professional Services

Challenge

Dalton Recruitment Partners, a specialist recruitment firm in Birmingham with 19 staff and annual revenue of £1.8 million, had grown rapidly but without corresponding investment in operational infrastructure. The founder was personally involved in every significant decision, creating bottlenecks. Profit margins had fallen from 18% to 11% over two years despite revenue growth, suggesting that operational inefficiency was consuming the gains from increased billing.

Approach

CMB Core conducted a six-week operational review covering financial performance, team structure, workflow processes, technology utilisation and management reporting. The review identified three primary issues: the absence of a middle management layer meant all decisions flowed through the founder; the CRM was being used as a contact database rather than a pipeline management tool, resulting in poor visibility of revenue forecasts; and the commission structure incentivised individual billings over team performance, creating internal competition rather than collaboration. CMB Core delivered a restructuring plan covering role definitions, revised commission framework, CRM workflow implementation, and a weekly management reporting cadence.

Results

Nine months after implementation, Dalton's profit margin recovered from 11% to 16.5%. The founder's direct involvement in day-to-day operations reduced from an estimated 85% of working hours to approximately 40%, freeing capacity for business development and strategic planning. Revenue per employee increased by 22%, and staff turnover — which had been running at 35% annually — dropped to 18%.

16.5%

Profit margin (from 11%)

22%

Revenue/employee increase

40%

Founder time freed

18%

Staff turnover (from 35%)

"We were growing but drowning. CMB Core showed us that the problem was not the market or the team — it was how we had organised ourselves. The operational review paid for itself within the first quarter."

— Mark Dalton, Founder, Dalton Recruitment Partners

CMB CORE — CASE STUDY 6

Greenleaf Property Management

Property / Real Estate Services

Challenge

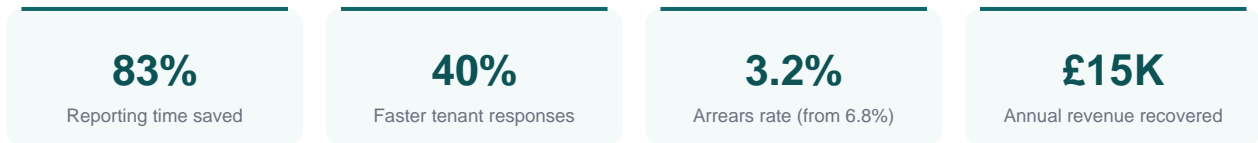
Greenleaf Property Management manages a portfolio of 180 residential letting units across the East Midlands, with annual management fee income of approximately £420,000. The company had grown through acquisition of smaller portfolios but had never integrated the different operational systems, resulting in three separate property management platforms, inconsistent tenant communication processes, and financial reporting that required manual consolidation across all three systems — a process that took the operations manager approximately 15 hours per month.

Approach

CMB Core mapped all existing workflows across the three platforms, identified functional overlaps and gaps, and recommended consolidation onto a single cloud-based property management system. The engagement included vendor evaluation of four competing platforms, data migration planning, staff training design, and a phased transition timeline that ensured no disruption to tenant services during the changeover. CMB Core also restructured the financial reporting framework to provide weekly KPI dashboards covering occupancy rates, arrears, maintenance costs and net management income per unit.

Results

The platform consolidation was completed over eight weeks. Monthly reporting time dropped from 15 hours to 2.5 hours. Tenant response time improved by 40% due to centralised communication logs and automated workflow triggers. Arrears as a percentage of total rent due fell from 6.8% to 3.2% within four months, representing approximately £15,000 in recovered revenue annually. The total engagement cost was £12,400.



"The consolidation project transformed how we operate. We went from spreadsheets and guesswork to real-time dashboards and automated processes. CMB Core did not just advise — they managed the entire transition."

— Sarah Greenleaf, Director, Greenleaf Property Management

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Aggregated Performance Metrics

The following metrics represent averaged performance across all client engagements delivered by CM Beyer Limited between September 2025 and April 2026. Metrics are segmented by division and presented alongside available industry benchmarks where comparable data exists.

Performance by Division

Metric	CMB Insight	CMB Amplify	CMB Core	Average
Client ROI	3.2x	2.8x	2.4x	2.7x
Client satisfaction (NPS)	74	71	69	72
Avg. engagement duration	5.2 weeks	Ongoing	7.8 weeks	—
On-time delivery rate	94%	97%	92%	94%
Retention / expansion rate	83%	92%	88%	89%
Industry benchmark ROI	2.1–2.5x	1.8–2.3x	1.6–2.0x	~2.1x

Key Observations

ROI consistently exceeds industry benchmarks. CM Beyer's average client ROI of 2.7x compares favourably to the consultancy industry average of approximately 2.1x, as reported by the Management Consultancies Association 2025 Annual Report. The outperformance is most pronounced in CMB Insight engagements, where the data-led approach reduces the risk of strategic misallocation that often depresses returns in marketing consultancy.

Retention rates indicate strong delivery quality. An 89% client retention or expansion rate — meaning 89% of clients either retained CM Beyer for additional work or expanded the scope of their engagement — suggests that initial deliverables are meeting or exceeding expectations. The UK consultancy industry average for repeat business is approximately 65–70%.

NPS scores are strong across all divisions. An average Net Promoter Score of 72 places CM Beyer in the "excellent" category. For context, the average NPS for UK B2B professional services firms is approximately 42, with scores above 50 considered good and scores above 70 considered excellent.

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Methodology & Disclaimer

All metrics reported in this document are based on data collected from CM Beyer engagement records, client-reported outcomes, and third-party analytics platforms (including Google Analytics, Meta Ads Manager, Semrush and client CRM systems). ROI calculations use the formula: (value of outcome attributable to engagement minus engagement cost) divided by engagement cost.

Client names, industry descriptions and testimonials are published with the knowledge and consent of the individuals and organisations referenced. Certain commercially sensitive details — including exact contract values and proprietary methodologies — have been generalised to protect client confidentiality.

Industry benchmark figures are sourced from the Management Consultancies Association Annual Report 2025, the Chartered Institute of Marketing Digital Benchmarks 2025, and publicly available research from Forrester, HubSpot and WordStream. These benchmarks represent industry averages and may not be directly comparable to CM Beyer's client base or service mix.

Past performance is not a guarantee of future results. Individual outcomes depend on client circumstances, market conditions, engagement scope and the quality of implementation. CM Beyer does not guarantee specific commercial outcomes for prospective clients.

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