

# What is white labelling?

The benefits of why your business should white label software solutions.

You may be unfamiliar with the term 'white labelling', but familiar with the concept. Many industries, from grocery retailers to IT services, use white labelling as a means of selling goods or services that are produced elsewhere under their own brand. The term was derived from the process of "whiting out" text on a piece of paper so that it can be re-written.

An example of white labelling can be found at your local supermarket. Many of the products on shelf are manufactured at the same facility, but are sold under different brand names. Supermarket home brands are some of the most common - they pay for a product to be manufactured, but put their own label on it. Why? Aside from the obvious cost benefit, it is almost impossible for one entity to have the production capabilities for every single product it sells. Companies outsource their manufacturing to entities that do have the appropriate resources, saving them time and money and allowing them to focus on growing other areas of their business.

The same concept applies to digital software. Developing your own company-branded software or portal requires extensive testing, funding and skills that many agencies simply don't have. With so many solutions already available, it makes sense to take advantage of white labelling.

**Benefits Of White Labelling Building Credibility** Consistent branding is crucial, particularly when it comes to digital marketing. Agencies need to present a cohesive image to clients; and that's where white labelling comes into play. Having your branding on reports and portals can strengthen your business' credibility and improve brand awareness.

**More Services** If your services are currently limited to in-house, purchasing third-party software can allow your business to expand its offerings. Think targeted campaigns, improved client data and seamless integrations. It's all about investing in the right resources to ensure your business runs smoothly.

**Customer Loyalty** Build customer loyalty by offering solutions they can access. Improve your client retention with a range of services, minimising their need to look elsewhere. Each time a customer accesses your services, they'll be met with consistency - allowing them to return time and time again.

**Added Support** In an ideal world, technology operates perfectly 100% of the time. Realistically, that's not always the case. Purchasing white label software comes with the buffer of troubleshooting support from the developer, saving you the worry when something goes wrong.

**High Quality** Companies that create software that is available for white labelling invest the time, energy and resources into developing high-quality solutions, so you don't have to. White labelling is an industry in itself, with companies taking advantage of advances in technology to ensure their software is competitive. Ensure your clients have access to high-quality solutions by investing in white labelling.

**Finding the right solution** At WildJar, we provide advanced software solutions that are easy to use, so you can focus more on building your business. With seamless integration available to collate your existing resources, it's simpler to generate, track and implement strategies to keep your business ticking.

Our call tracking platform was built with Agencies in mind. All of our Agency plans come with a whitelabel solution, using your own branded URL, logos and colour scheme to fit your brand. Our channel partner program is the easiest and quickest way to deliver a cutting edge call tracking solution to your clients, whilst generating an additional revenue stream for your business.

Book a demo today and find out why more businesses worldwide are turning to WildJar for their business solutions.

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