

How to Choose the Right Agency

For B2B SaaS and Fintech teams. An honest checklist for choosing a website partner.



If you run marketing at a SaaS or Fintech company, you have hired agencies before and been let down. The right one is hard to spot, because at pitch stage every agency sounds the same. ThunderClap built this to cut through that. Run it on every agency, including us



Before you talk to anyone

Sort these first. Every conversation gets sharper.

- ☐ You can name what the site should do, and the two or three numbers it should move.
- ☐ You know what help you need: strategy, design, build, or all of it.
- ☐ You know what cannot change: brand, tech, launch date, budget.

You do not need a perfect brief. This much just shows you who is really listening.



How they will treat you

Most checklists skip this. It matters more than the portfolio.

- ☐ They show work in your world, not just your size. They get your buyers and market
- ☐ You know who does the work. Is the senior person on the call building it, or is it outsourced?
- ☐ Ask how they handled a project that went sideways. The good ones have a calm answer ready.
- ☐ They feel like people who stay through the hard parts, not vanish after the brief.



What you are paying for

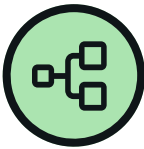
Know what you are buying, and where the surprises hide.

- ☐ You know what is included, what costs extra, and how mid-project changes work. No surprise invoices.
- ☐ They already suggest things that would hit your goals. That means they understood them.



Have they actually done this

- ☐ They show work in your world, not just your size. They get your buyers and market
- ☐ Their case studies name the problem and show real numbers, not just prettier pages.
- ☐ Their reviews are named and specific, and hold up on G2 or Clutch.
- ☐ They do more than design and build. Ask about SEO and CRO, so the site performs.



How the work will run

You want control without chasing anyone.

- ☐ They walk you through the plan, with real dates and one owner.
- ☐ You know how often you will hear from them, and what could slow things down.



Before and after launch

Launch is where rushed work breaks. And it is the start, not the finish.

- ☐ They test properly before launch: mobile, real browsers, edge cases. Developers are in early, not at handoff.
- ☐ They do not vanish at launch. You know the support you get, and for how long.
- ☐ Your team can edit pages and copy without calling a developer.
- ☐ You leave owning everything: site, files, content.

Why we made this

We would rather you find the right partner than the nearest one. Most of what is above comes from questions our own clients wished they had asked sooner.

ThunderClap designs and builds websites for B2B and SaaS companies. We have shipped more than 144, for teams like Amazon, Razorpay, Cashfree, Storylane, and Factors, across North America, Europe, and India, rated 4.5 out of 5 by the brands we work with.

On average, our clients see about 50 percent more demo requests and 60 percent more engagement after we rebuild their site. If you finish your shortlist and still have not found the fit, come and talk to us.