

White Label Production for Agencies

How agencies use LI/LX to deliver more for clients without their clients ever knowing.
The white label model, fully explained.



HOW IT WORKS

The three-layer model.

Layer 1: Your agency

Owns the client relationship, handles strategy and direction.

Layer 2: LI/LX platform

Handles all production execution behind the scenes.

Layer 3: Your clients

Receive finished work they believe your agency produced.

The client never knows LI/LX exists. Every deliverable comes through your agency. Every communication is your agency's.

How workspace aliases protect client identity

Each client gets a workspace with a neutral alias. The LI/LX production team never knows your client names, contact details, or business relationships.

IN PRACTICE

What white label means.

What your clients see

- Your agency submits the request.
- Your agency delivers the work.
- Your agency takes the credit.
- LI/LX is your invisible production team.

What you control

- All client communication
- Delivery timing and presentation
- Pricing to your clients
- The client relationship entirely

What LI/LX handles

- Production execution
- Quality assurance
- File organization and delivery
- Platform infrastructure

The margin opportunity

An agency charges a client \$500 for a social media graphics package and pays LI/LX for production at platform rates. The agency keeps the margin, the client receives excellent work, and everyone wins.

PLATFORM FEATURES

White label features.

Multi-workspace management

A separate workspace for each agency client, with its own brand library, file history, and request queue.

Brand library per workspace

Logos, colors, fonts, voice guidelines, and approved examples stored per client.

White label reporting

Agency Desk and above includes white label monthly production reports you can send directly to clients with your branding.

Credential vault

Store client platform credentials securely. LI/LX accesses only what is needed for each specific task.

AI Production Assistant for agencies

Multi-workspace awareness, campaign pack builder, and cross-client production summaries.

Which plans include white label

Plan	White label
Agency Desk and above	All white label features included
Growth Desk	Single workspace white label
Starter Desk	Single workspace, no white label reporting

See agency pricing at lilxhub.com/pricing, or take the assessment at lilxhub.com/assessment.