CLIENT:

Beeby Clark+Meyler

http://www.beebyclarkmeyler.com/

NEEDS & OBJECTIVES:

- Agile report & dashboard creation

- Cost-effective setup

- Centralized campaign data management

CHALLENGES:

- Mixing and matching analytics from different sources

- Most indicators need to update in real time

- Needed one reporting solution to fit many clients' needs

SOLUTIONS & SERVICES:

- ClicData all-in-one Rapid Reporting & Analytics (integrated solution)

- Multiple marketing connectors

- Time gain in creating advanced reports

- Unrivalled support

BEEBY CLARK+MEYLER

Company overview

Beeby Clark+Meyler is a New-York based marketing agency that provides strategies and digital content to customers from all sectors. Over time, **Beeby Clark+Meyler** has helped major brands and mobile apps get noticed with interactive websites, effective online advertising programs and social campaigns.

Benefits for the customers: more leads and more revenue.

Client objectives

Beeby Clark+Meyler approached **ClicData** with the need for an effective data visualization solution to provide actionable reports to their clients. The solution would need to cover all marketing endeavors of **Beeby Clark+Meyler:** from website management to SEO, social campaigns, paid search, etc. The data is primarily sourced from Google Analytics but also pulled from many other analytical tools. A major challenge is that the data doesn't arrive formatted the same way every time; sometimes it is even hard to capture.

Dashboards would need to report on the performance progress of the agency's activities. These reports are shared with clients on a weekly basis but would also need to be available to clients 24 hours a day.

The agency also needed dashboards to function as working internal reports to highlight KPIs that would help them monitor and optimize campaign parameters in real time. For these reports, the comparison to previous periods is especially useful.

Addressing client needs

Working closely with the ClicData consulting team, Beeby Clark+Meyler achieved a fast, high-quality implementation of ClicData, and was able to meet all the project objectives on time and on budget. The reporting solution was initially promised to the clients and met their expectations successfully.

After looking at Tableau, Zoho and several other dashboard solutions, the agency felt that ClicData's product was intuitive and easy to get something up and running. ClicData also turned out to be very cost effective. But there is more...

« **Proactive and good quality support was definitely a big deciding factor, especially when it came to selecting the right formula. ClicData not only answered my questions but gave me additional insights on the incredible ETL capability of the platform.** »

Ken Schaefer, SEO Manager.

Report highlights

All relevant marketing KPIs are tracked with ClicData. Customer dashboards are mostly focused on programs and campaign results over time.

Data: Google Analytics, Facebook, App Downloads and Installs, Conversions

Indicators: Conversion rates, progress in visits, # of likes, # of followers

Results and achievements

Before **ClicData, Beeby Clark+Meyler** used the analytical tools provided by each platform and then mixed and matched data points in Excel. As a result of implementing **ClicData, Beeby Clark+Meyler** now reaps the following key benefits on a daily basis:

- Data is updated automatically for all sources

- Faster report creation, freeing up time for the analysts to focus on their job

- 25% of Beeby Clark+Meyler clients are now using ClicData and they're looking to expand to the whole client base as quickly as possible.

Any tips?

The key is knowing your data sources! If you know the criteria to pick the best representation, you'll know how to manipulate the data and how to visualize it.
For those in my line of work, the deciding factor is ease of use and time to live.

The big sale for me was the **time savings of eliminating manual tasks** and the extra convenience and insights that have been provided to our clients.

Contact us

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