

CASE STUDY

Tapclicks saves Geofence Media time, proves the value of services offered, and allows for customizable, professional reports



Executive Summary

Geofence Media is a small firm that has been around for just under two years. They work to bring the digital marketing ecosystem closer together by building the most innovative solutions and connecting marketers with the best possible solutions for their unique needs.

Geofence Media offers a full stack of transparent, unbiased, and affordable options including geofencing solutions, website retargeting, website visitor ID, and programmatic advertising, to name a few. These solutions help their customers more effectively reach their target audience, re-engage customers, and identify companies when they return.

Geofence Media looked at several other analytics and reporting solutions before settling on TapClicks. The team at Geofence Media adopted TapClicks as soon as they came in contact with the platform because of its robust programmatic integrations, the ability to customize dashboards and reports, the helpful support staff, and more.

“TapClicks was a slam dunk from day one with being exactly what we needed.”

James, Geofence Media

The Challenge

Before using TapClicks, the team members at Geofence Media were spending 45 minutes to an hour pulling data, formatting the data themselves, making their own pivot tables, and sending reports out on their own. At the end of each week, team members were spending 3-4 hours pulling together reports on their own. The manual effort of trying to handle reporting without a software solution was time consuming and unprofessional. Additionally, the team was only sending out reports after life events and not offering real-time reporting.

The Adoption Of TapClicks

Since signing up with TapClicks, the reporting problems at Geofence Media have disappeared entirely. The team went from spending hours trying to manually create reports to being able to pull and format a beautiful report in 5 minutes.

James, a partner at Geofence Media, estimates a 90% reduction in the time he and his team members spend on reporting now that they use TapClicks. Additionally, James reports an increase in transparency and legitimacy by using TapClicks. He says his clients like a live dashboards to monitor and track campaign activity in real-time. TapClicks provides this feature. In fact, during the first month of using TapClicks, clients of Geofence Media were coming back and asking about additional services they provided because they were so impressed. Clients of Geofence Media were



able to check in on their campaigns, see ads, click through data, and view progress details in real-time, and they loved it.

James says TapClicks paid for itself entirely within having the first 2-3 clients come and renew their contract or to pay for additional services.

Highlights of TapClicks as Reported by Geofence Media

- “TapClicks had all the features we needed and integrated with all the top programmatic apps. It was a no-brainer to choose TapClicks over the competition.”
- “Every one of our clients is a little bit different, so the ability to customize dashboards and reports was huge. All of the customization options from TapClicks help with our client-facing tasks.”
- “With TapClicks, you can make several dashboard templates and easily apply those pre-made templates to companies that fit that template.”
- “TapClicks has every type of connection and that is invaluable to our agency.”
- “Reporting with TapClicks now takes 5 minutes as opposed to 3-4 hours.”

Quantifiable Results, ROI, and Benefits from Using TapClicks

Customer Retention. “Because of the customizable dashboards from TapClicks, we are renewing 20-30% more of our clients. This is solely because of the TapClicks dashboard.”

Company Renewal Rates. “Our renewal rate doubled starting in April, which is when we got hooked up with TapClicks, and I don't think it's a coincidence.”

Reporting Efficiency. “We saw a 90% reduction in the time our team members spent on reporting when we started using TapClicks.”

Trust & Transparency. “We loved that there was no contract with TapClicks. Other companies lock you into an expensive contract for solutions we aren't quite ready for.”

Customer Support. “The support team at TapClicks is the best we have worked with so far. The icing on the cake was the support person was a Jedi and he bent over backwards to help us. TapClicks offers awesome support and cares to help us get started.”

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