

HOW AFFINITIV SAVED \$30,000 PER MONTH IN OVERHEAD COSTS WITH TAPCLICKS



CASE STUDY: AFFINITIV

ABOUT AFFINITIV:

Affinitiv is a highly-focused Martech company that has managed owner lifecycle management and retention for luxury automobile makers, including Lexus, BMW, and Porsche, for over 20 years.

THEIR CHALLENGE

Affinitiv watched their industry rapidly change.

It was transitioning away from manual, legacy-driven, service-based processes, and towards an automated, digital-driven, product-based future. Affinitiv knew they needed to get ahead of this transformation. However, they knew that doing so would not be simple.

After all, Affinitiv could not just stop their current marketing methods. They would need to continue their traditional print-based marketing, and layer in a new cadence of digital marketing content that would be distributed through channels like email, social media, and online advertising. At the same time, they would need to sell this new digital marketing initiative to each of their thousands of OEMs— and ask them to absorb its additional costs.

This would not be an easy sell. Most of the OEMs did not understand digital. Affinitiv would need to educate their clients on why they had to evolve their marketing. Furthermore, once they did, Affinitiv would have to regularly prove the ROI of these new digital initiatives so their clients would continue to consider their monthly fees a worthwhile investment.

To drive adoption and retention for this initiative, Affinitiv decided to deploy a custom analytics and reporting solution— one that produced a data-driven view of ROI across an omnichannel marketing campaign.

Affinitiv began to develop this solution in-house. However, soon, they realised they needed a partner. Even though they had over 150 technical team members, they lacked the specialised knowledge required to design and build their reporting platform. Even if they did hire, the project would be cost-prohibitive to complete and maintain on their own.

THEIR SOLUTION

TapClicks surveyed Affinitiv's requirements and began to map a solution.

To start, TapClicks knew their solution would have to serve Affinitiv's large, dispersed sales force. This team required intuitive tools that told the story behind Affinitiv's new digital initiatives and was part of the larger digital transformation effort of an organization that works with hundreds of auto dealers. They needed this data at all times, ready to present during visits to their accounts' locations.

Also, TapClicks had to share this data with Affinitiv's OEMs directly. Affinitiv generated data from 100+ services, and TapClicks would need to develop a way to pull it all, aggregate it, package it up, and make it available in near real-time to Affinitiv's 7-10 downstream partners in custom reports. TapClicks also needed to develop a solution that plugged into Affinitiv's existing in-house marketing automation platform, as well as Affinitiv's ecosystem of other third-party vendors. Finally—to make the solution even more challenging— Affinitiv needed its new solution designed, deployed, and driving results within 90 days.

To meet these requirements, TapClicks worked hand-in-hand with Affinitiv to develop a robust reporting solution, based on their core product: TapReports. TapClicks and Affinitiv shared long calls every day to design and build the right dashboards for each of Affinitiv's sales teams and OEMs. Upon on-boarding, TapClicks spent additional time providing intimate instruction to Affinitiv's legacy-minded internal marketing team to rapidly onboard them to this next-generation platform.

Ultimately, TapClick and Affinitiv developed a suite of custom dashboards through a single-sign-on reporting tool. Users would need to sign in and plug in their dashboard's ID, and they would receive their unique report, generated from real-time data, allowing them to review their complete marketing campaign performance—as a whole and in granular detail—at any time.

BUSINESS VALUE DELIVERED

Affinitiv has deployed TapClicks for nearly two years. During that time, they have:



Saved \$30,000 Per Month in Overhead

Without TapClicks, Affinitiv would need to host, compute, and process all of the raw data generated by running digital marketing campaigns for thousands of dealers. By partnering with TapClicks, Affinitiv can hand off responsibility for purchasing and maintaining this infrastructure.



Freed 80+ Hours Per Week

Freed 80+ hours per week in development time. Before choosing TapClicks, Affinitiv had assigned approximately 8-10 members of their digital team to work part-time on developing a similar system. By deploying TapClicks, Affinitiv can reassign these team members and funnel 80+ additional person-hours per week towards reinventing their product suite.



Saved Precious Time and Money

Without TapClicks, Affinitiv would need to host, compute, and process all of the raw data generated by running digital marketing campaigns for thousands of dealers. By partnering with TapClicks, Affinitiv can hand off responsibility for purchasing and maintaining this infrastructure.



Offered Customised Packages

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Passed Cost Savings on to their Clients

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We need to look competent in front of our clients when we discuss the digital space. With TapClicks, we know what we are talking about, and we can demonstrate key ROI metrics for our digital campaigns— all without having to write a single line of code ourselves.



Partha S. Pudhota CTO at Affinitiv

ABOUT TAPCLICKS

TapClicks, Inc. is the leading provider of unified marketing operations, analytics and reporting solutions for media companies, digital marketing agencies, brands, franchises, and HIPAA covered entities. The TapClicks Marketing Operations Platform provides end-to-end business intelligence capabilities that include SEO, social and PPC reporting, automated order entry, set up and approval workflows, marketing performance analysis and the creation of interactive visual reports and presentations. TapClicks integrates more than 200 different data sources via its Connector Marketplace to provide marketers with the ability to analyze data from the full breadth of popular marketing and advertising tools used in the industry today.