

HOW DIGITAL TREEHOUSE EARNED OVER \$2.50 FOR EVERY \$1 THEY INVESTED WITH TAPCLICKS



ABOUT DIGITAL TREEHOUSE:

Digital Treehouse is a digital marketing agency that provides complex, white-label, next-generation advertising products to traditional marketing agencies.

CASE STUDY: DIGITAL TREEHOUSE

THEIR CHALLENGE

Digital Treehouse knew they needed to change their business strategy.

They realised they were spending 80% of their time and costs trying to close individual clients. They felt they could dramatically reduce this time if they changed their approach. Instead of chasing clients one at a time, they could reach out to other marketing agencies, offer them advanced digital capabilities, and ask them to sell in Digital Treehouse's services as a white label solution to their clients.

For every agency partner, they could land, Digital Treehouse would acquire multiple new individual clients. However, Digital Treehouse lacked a few key selling points that would let them successfully make this shift in strategy:

- They could not create the custom, real-time dashboards their agency partners desired.
- They were manually generating reports and could not quickly scale production to take on a host of new clients rapidly.

- They were also completing crucial several project management activities manually, and could not scale them quickly.
- They were not positioned appealingly to agency partners—they could offer advanced marketing capabilities, but they could not generate compelling deliverables that would make them an easy sell-in.

The company knew that Marketing Operations technology could overcome these challenges, but they had questions about data complexities, application learning curves, time to implement, and total-cost-of-ownership. They also knew they needed to make a change, so they began a rigorous solution evaluation process that included their marketing team, process refinements, as well as technology tools assessments.

After conducting their business value assessment, the team at Digital Treehouse determined that the TapClicks solution meets all of the company's requirements. TapClicks Customer Support team walked them through the functionality and showed them how easy it would be to make the change.

SOLUTIONS DEPLOYED

After a short one day, upgrade, and configuration process Digital Treehouse transformed how their business operated and made their day-to-day life so much easier. This was reflected by reduced time on reporting every month. Furthermore, with that additional time available, Digital Treehouse was able to allocate marketing assets in a more constructive approach. Additionally, this nullified the need to increase overhead costs; no new hires were needed to bring their reporting to an exceptional level.

Digital Treehouse began to generate and distribute all of their reports automatically. They took their hands off the process, and knew that TapClicks would produce accurate, complete, and attractive reports on-schedule, and automatically distribute each report to its respective client.

Besides, Digital Treehouse has streamlined its project management. They have created custom calculations that intuitively display each project's monthly progress and remaining budget, giving project leaders an easy way to review and reset priorities across dozens of projects.

Finally, Digital Treehouse has extended its value proposition to attract new partners. They now combine their core service offerings with a suite of custom dashboards, reports, and deliverables such as social media, video distribution, SEO and Google Analytics work and reports. They can confidently walk into a sales meeting and tell their potential partner—“All you need to do is sell us into a client, and we will deliver every one of these items to make your clients happy.”

BUSINESS VALUE DELIVERED

Since they expanded their TapClicks engagement, Digital Treehouse has dramatically scaled their business. They have increased their clients, and are producing hundreds of unique reports per month efficiently. Most important— they have completely shifted their focus off acquiring individual clients of their own, and successfully pivoted towards only perusing white-label opportunities with other agencies.

Digital Treehouse has expanded its TapClicks deployment for, as a result of that, they have:

Eliminated 3 full days of admin work. Previously, the company spent two full days generating monthly reports, and one-day generating mid-month reports. TapClicks automates all of that manual work and frees Digital Treehouse's time to focus on billable work.

250%+ platform ROI. They delivered a 250%+ Platform ROI by shifting their focus back onto billable work. Digital Treehouse has quickly recouped its TapClicks' investment. After evaluating their time saved, their additional work completed, and their fees, Digital Treehouse has earned over \$2.50 for every \$1 they invest in TapClicks.

Effortlessly gained 1-3 new clients per day. Every agency promises transparency. Digital Treehouse can now prove they provide it. During their pitch, they give their prospects a link to a real, white labeled, client dashboard. Their potential clients can then log in at any time watch Digital Treehouse in real-time, and gain a first-hand view of the level of transparency they'll receive as clients.



“TapClicks allows one person to manage almost a million dollars in business. I do not need to expand my staff, I can manage everything with a high level of detail. It lets me keep my overhead low, manage my time more effectively, and deliver even better results than the big companies.”

Scott McIntosh,
Founder,
Digital Treehouse

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.