

# GEN3 STREAMLINES REPORTING WITH TAPCLICKS & STACKADAPT



## CASE STUDY: GEN3 MARKETING

### ABOUT GEN3:

Gen3 Marketing is a Philadelphia-based, award-winning, industry-leading, full-service marketing agency, specializing in all aspects of digital marketing, including affiliate marketing, SEO/SEM, social media, and digital public relations.

### ABOUT STACKADAPT:

StackAdapt is a self-serve programmatic advertising platform used by North America's most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory and publisher partners.

## THE PROBLEM

**Campaign reporting is a necessary evil that can be both time-consuming and frustrating to accurately present client data and performance.**

Surfacing the right data in the right format from the right source is a lot more complicated than it sounds. Gen3 has used various reporting tools to capture all of this data, including NinjaCat, Google Data Studio, and everyone's favorite, Excel's custom manual reports.

## THE SOLUTION

**TapClicks' reporting automatically consolidates each platform's data. Each reporting section can be additionally customized for each client's needs.**

TapClicks' reporting automatically consolidates each platform's data. Each reporting section can be additionally customized for each client's needs. For example, StackAdapt created an API integration that enables our team to adapt and adjust accordingly to ensure a seamless flow of data from their platform to ours. This alone has saved time.



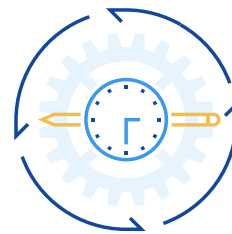
**Austin Bock from Gen3 Marketing** shared that "Reporting in the past has taken upwards of 3-6 hours to pull all the various performance data and insights. However now it can be completed in about half that amount of time as most of the KPIs are integrated into the TapClicks dashboard. Also, because the dashboard data is accessible by the metrics that we want to compare, the team can easily identify trends and insights to call out within the Media Widgets for that week's reporting call."

## THE DETAILS

**Gen3 uses TapClicks to provide granular reports that are automatically populated for the user.**

Through the API integration available on StackAdapt, Gen3 is currently able to feed data into TapClicks in real-time. TapClicks displays valuable information from StackAdapt related to ad impressions, clicks, media cost, CTR, eCPM, and eCPC. As an agency, Gen3 is using TapClicks to conduct reporting calls with clients through dynamic charts and timely updates determined by the agency's chosen range. Based on performance and recommendations, Gen3 shares these insights with their clients.

By helping clients and media teams gain a more comprehensive understanding of what is performing the best, TapClicks' solution has reduced the overall reporting time, lowered cost and increased campaign performance.



# 50%

**reduction in the time for delivering client reporting**

### 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.