

# TAPCLICKS & STACKADAPT CASE STUDY: GreenBanana



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### About GreenBanana:

Based in Beverly, Massachusetts, GreenBananaSEO (GBS) is a multi-channel advertising agency specializing in SEO, display advertising, PPC, web development, and social media marketing. GBS is obsessive about driving results that will lead to the most conversions for their clients. They work with clients of all sizes, from small businesses running local SEO campaigns to large companies running national search engine optimization campaigns.

## THE PROBLEM

**Prior to using TapClicks, GBS was using Google Data Studio as well as a second dashboard with several limitations.**

Without a streamlined system in place, GBS had trouble showcasing data to clients and customizing presentations. The dashboard didn't have API integration, forcing them to manually upload the data, causing a bottleneck in the automation of their services. Pulling reports for clients took a tremendous amount of time, effort, and energy, taking time away from other projects. Additionally, their prior dashboard didn't have the option to incorporate the GBS logo and branding, making the reports appear less professional and client-facing.

## THE SOLUTION

**TapClicks has provided GBS with the opportunity to monitor campaigns run through StackAdapt and pull data into their dashboard via an API.**

GBS clients can now log directly into TapClicks with their personalized credentials when looking for real-time data, which wasn't possible through GBS's former reporting tool. TapClicks not only serves as an automation tool delivering results for their clients, establishing them as a transparent agency that provides detailed, to-the-minute reporting for their clients. Additionally, GBS can upload their logo and branding to make the platform even more professional, making reports appear customized and client-facing in just a few clicks.

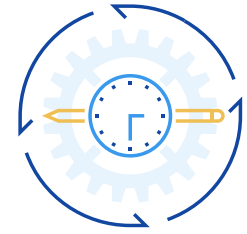
## THE RESULT

### TapClicks and StackAdapt significantly reduced GBS' time spent on reporting.

It has enabled their agency to be competitive by offering individual client-facing dashboards instead of making clients wait to produce these reports manually. The automated process ensures GBS clients are no longer missing out on powerful insights that could help them optimize their campaigns at the right time.

TapClicks doesn't have limitations on what data can and can't pull through GBS dashboards and are designed to be accessed at any point in time. By taking data directly from a DSP (StackAdapt) and feeding it into a consolidated report, GBS can pick which metrics they want to see based on their KPIs. Overall, this has had a positive impact on the perception of GBS being an agency with transparency. In this workflow, GBS clients no longer need to reach out and ask questions or rely on a strict reporting cycle that some agencies have. GBS has also built out a glossary in their client-facing dashboards in TapClicks for clients to gain a more comprehensive understanding of what is going on in their campaign via a textbox in Tapclicks' platform.

The experience of working with TapClicks and the StackAdapt API has been incredibly fluid for GBS. Any vendor or platform they work with no longer has to go back and forth between multiple companies and within a cohesive ecosystem.



# +50%

**time saved monthly  
on reporting due  
to scheduling and  
always-on access  
functionality with  
TapClicks and  
workflow with  
StackAdapt**



*“TapClicks (and the workflow with StackAdapt) saves more than 50% of time spent on monthly reporting because it can be scheduled and accessed where ever and whenever needed.”*

**Kevin Roy,**  
Co-Founder, GreenBananaSEO

### 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.