

# HOW MOLIO, A RAPIDLY GROWING COMPANY, SCALED BY IMPLEMENTING TAPCLICKS AND SAVED UPWARDS OF £40K

## ABOUT MOLIO

Molio is a unique video-first agency that builds, launches, and grows other brands. Since 2014 they have created 250+ videos for 30+ brands and managed over £16 million in ad spend.

## THE CHALLENGE

Molio started small, but grew rapidly and quickly hit a big bottleneck in their service— their ability to produce actionable data visualisations and analytics.

In their early years, Molio combined up to seven different tools to visualise and analyse their data. They manually extracted their video analytics data from each platform and plugged it into their own Excel pivot tables. The entire process was time-consuming. It could not replicate across clients. And it did not scale.

To continue to grow, Molio knew they needed to replace their cumbersome data extraction and analysis process with a single, complete video analytics tool.

At first, Molio attempted to build their own tool, but could not develop a platform with the advanced visualisation features required. Next, they searched for a vendor who offered a complete visualisation platform but found that most lacked YouTube integrations and video data visualizations. Molio tried one popular vendor for a year but found them too expensive for their usage.

Finally, Molio discovered TapClicks and quickly partnered with the platform for three core reasons.

1. TapClicks offered an appealing price-point for their required functionality
2. TapClicks offered an intuitive, user-friendly interface
3. TapClicks agreed to partner with Molio to help them develop the custom functionality they required

## THE SOLUTION

From the start, TapClicks and Molio knew they needed to join together in a more strategic partnership than the traditional vendor/client relationship. Molio required more than plug-and-play widgets, and TapClicks leveraged Molio as a real-world use case to develop new video analytics functionality.

Molio first combined TapAnalytics and TapReports to create the foundation for their TapClicks deployment, giving them a single home to funnel all of their analytics into and the ability to create custom dashboards for each of their unique use cases.

In addition, Molio made the most out of [Smart Connector](#) to connect and upload data from Amazon and Retail. By combining their complete marketing data with their sales performance data in a single set of visualisations, Molio could see the full impact of how their marketing activities translated to real-world sales.

TapClicks collaborated hand-in-hand with Molio, until they established every integration they needed, and could quickly and easily build any custom dashboard required.



*"We are the 'Big Little Brand'. We are only about 20 people, but we do business with huge multinational brands like Lego, P&G and Tyson Foods. We can only do this thanks to the functionality TapClicks gives us. They have exceeded my expectations as a true partner in our business."*

**Jeff Davis** Molio Founder & CEO

# BUSINESS VALUE DELIVERED

**MOLIO HAS DEPLOYED TAPCLICKS FOR OVER TWO YEARS. DURING THEIR TIME, THEY HAVE:**

## SAVED £30,000 - £40,000 PER YEAR

Prior to deploying TapClicks, Molio had to allocate 4-8 hours per client, per week, per dashboard. With TapClicks, they concentrate those workflows into a single team member who can create a new dashboard in just 2 hours. In total, they've saved at least 25% of the working hours of an FTE with TapClicks.



## TRANSFORMED THEIR SALES PROCESS

Every agency promises transparency. Molio 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 Molio in real-time, and gain a first-hand view of the level of transparency they'll receive as clients.

## REACHED THE NEXT LEVEL OF THEIR BUSINESS

Molio is growing its core agency business substantially and developed additional divisions of Molio Inc. They are now ready to review TapClicks' full suite of services to find new ways to accelerate their continuous growth and maturation. This growth was made possible by TapClicks' Marketing Operations Platform.



### ABOUT TAPCLICKS

TAPCLICKS UK LTD provides comprehensive marketing operations, analytics, and reporting solutions to digital marketing agencies, brands, franchises, media companies and HIPAA-covered entities. TapClicks integrates more than 200 sources of data through its Connector Marketplace, providing marketers with the ability to analyse data from the full range of popular marketing and advertising tools in the industry. The TapClicks Marketing Operations Platform offers full-scale business intelligence, including SEO, social and PPC reporting; automated order entry; setup and approval workflows; marketing performance analysis; and the creation of interactive visual reports and presentations.

LEARN MORE AT [WWW.TAPCLICKS.COM](http://WWW.TAPCLICKS.COM)  
OR CONTACT US AT [EMEA@TAPCLICKS.COM](mailto:EMEA@TAPCLICKS.COM)