

CASE STUDY

Scripps scales its marketing agency to thousands of customers, hundreds of sales team members with TapClicks

The unified marketing dashboard enables Scripps to streamline reporting while equipping sales with a dashboard to show results, upsell, and retain clients

Business Challenge

The E.W. Scripps Company (Scripps.com) — known for its extensive local TV and Radio business — has also expanded its agency practice to help the same local companies it has long served with traditional media campaigns that perform in the digital world. To help keep its agency service profitable – in a time where media income seems continually pinched – Scripps needed to think outside the box and find new ways to grow and deliver efficiently on an expanded product portfolio. They found that partner in the marketing dashboard and reporting solution, TapClicks.



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TapClicks saves my team and myself countless hours a month in vendor reporting, vendor management and estimating accruals. Their consolidated vendor views, summarized dashboards, and widgets make us better. Furthermore, they listen to our feedback, keep us updated on what they are working on, and continually deliver. I see TapClicks as more than a platform -- rather as a key partner of ours. And, one of our best.

Brian Page - Director of Digital Revenue Products at The E.W. Scripps Company

With TapClicks

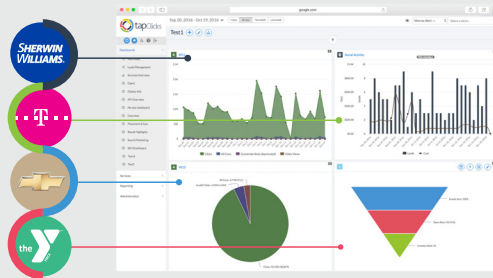
TapClicks enables Scripps to continue to expand its digital product portfolio with the services its customers want: from SEM to multi-screen video, advanced programmatic, call tracking, and reputation management. Scripps is able to grow their portfolio efficiently and effectively without needing the dozens of extra staffers that typically would be needed to report on or add so many new solutions.

"We currently have over 1000 advertisers in the TapClicks dashboard, which is monitored by our sales field and advertising clients. Our Sales field sells a wide variety of different digital advertising products. Everyone one of these products has an integration into Tap and is ready for reporting at the click of a button. The reporting in TapClicks can be as simple or as in depth as you would like it to be. Furthermore, the performance metrics available in TapClicks for all the integrations is superior to any other 3rd party reporting tool I've seen. Using TapClicks shows and builds a high level of transparency, integrity, and confidence to our advertisers. This results in many up sell opportunities while monitoring performance for continual improvement. Lastly, the support and management team at TapClicks has been GREAT to work with. Everyone is incredibly knowledgeable and is always there to help us out! We are confident not only in the product itself, but the team behind it that makes it run so smoothly."



Mitchel Better

Digital Client Support
Coordinator at The
E.W. Scripps
Company



Future Plans

Scripps plans to continue to expand its use of TapClicks to increase revenue and operational efficiencies while navigating its evolving leadership role in the market as both an agency and media company.

About Scripps



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The E.W. Scripps Company has been a market leader in the media industry since its founding in 1878: creating value for customers, employees and owners by informing, engaging and empowering those they serve through its many TV, Radio, and Digital Properties.



About TapClicks

TapClicks, Inc. is a leading marketing technology company for agencies, media companies, brands, and enterprises. Known for its marketing analytics, dashboard, and reporting solutions, TapClicks has also recently launched a Marketing Operations Platform which integrates workflow and order management. TapClicks boasts over 150 native integrations with leading marketing and advertising platforms and has to date delivered over 1,000,000 dashboards to over 5,000 brands and over 500 media companies and agencies across the globe.

TapClicks

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