TAPCLICKS CASE STUDY:
TapClicks Plays a Role in Helping Discover The Palm Beaches Achieve Record 9.2 Million Visitors

About Discover The Palm Beaches
Originally formed in 1983 as a nonprofit entity, Discover The Palm Beaches is the official destination marketing organization (DMO) for Palm Beach County, Florida. Discover The Palm Beaches is responsible for marketing all 39 municipalities in Palm Beach County to their target markets, including other parts of Florida, Georgia, New York, Washington D.C., Chicago, and more.

THE CHALLENGE

Prior to working with TapClicks, Discover The Palm Beaches worked with separate vendors for display, TV, audio, and various other digital marketing initiatives.

They were spending a lot in management fees through each of the separate vendors and didn’t have a holistic dashboard where they could view all marketing metrics in one place.

In an effort to bring all digital marketing efforts in-house, they knew they needed a managed services solution with ETL functionality that made it easy to set up and connect their other buying platforms. When considering dashboard providers, TapClicks was the only solution that offered the managed services and ETL functionalities that Discover The Palm Beaches was looking for.
THE SOLUTION

TapClicks’ managed services and ETL marketing dashboard solution has provided Discover The Palm Beaches with the opportunity to connect various data sources and conduct advanced data transformations and calculations.

They now have a dashboard in place that allows them to see views, spend, impressions, engaged users/sessions, and various other metrics to show the impact in line with performance on their website. Their digital media ad spend is seven figures per year, and having the ability to assess which campaigns are successful and those that should be adjusted has been extremely beneficial when providing reports to their stakeholders.

Discover The Palm Beaches was also able to use log files from vendors for display and connected TV to backfill data all the way back to January 2019. This included campaign data with Expedia, Kayak, TripAdvisor, and a range of other travel sites, and they now have complete transparency across all paid media advertising.

“TapClicks plays an integral role in our day to day operations from a paid media perspective. With 60% of our paid budget being spent on digital, TapClicks undoubtedly had an impact on driving record visitation for us in Palm Beach County last year. They are a great partner and have helped drive our marketing strategy. We would not have been as successful as we have been with our paid digital advertising efforts without the support of Ashiq Shaik, Andrew Villanueva, and the rest of the team at TapClicks!”

- Bryan Glynn, Senior Director, Digital Marketing, Discover The Palm Beaches

THE RESULT

Only one year after partnering with TapClicks, Discover The Palm Beaches had record visitation in Palm Beach County, totaling 9.2 million visitors in 2022.

With 60% of Discover The Palm Beaches’ paid budget being spent in digital, TapClicks played a significant role in helping to better optimize their digital spend and ultimately driving record visitation.

From a managed services perspective, creating a marketing analytics dashboard would have taken an exorbitant amount of time had it not been for TapClicks. Discover The Palm Beaches and their in-house buying team review the metrics on a regular basis, and they now have a solution that provides quarterly reports to their C-suite and governing boards. Without the managed services TapClicks offers, it wouldn’t have been possible to provide the level of reporting detail needed.

As a brand with complex needs from a data analysis and reporting perspective, having the ability to conduct channel groupings, calculations, and other advanced ETL work has been critical. It has helped them consolidate data sources across the board, flatten the data, and look at all metrics holistically, which has had a significant impact on their success.

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 to provide marketers with the ability to analyze data from the full breadth of popular marketing and advertising tools used in the industry today.