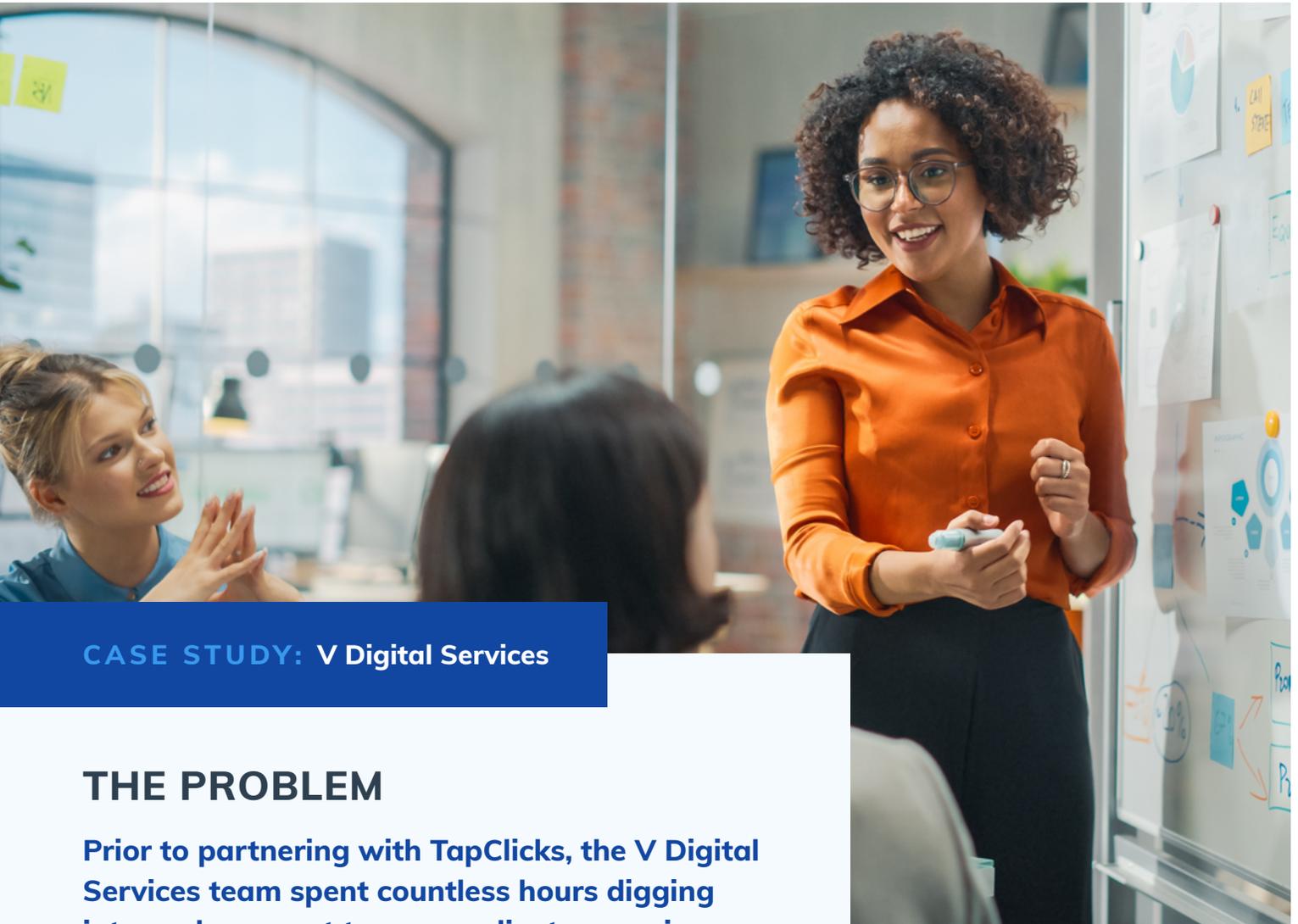


TAPCLICKS CASE STUDY: How V Digital Services Uses TapClicks AI Agents to Save Time and Improve Campaign Performance



CASE STUDY: V Digital Services

THE PROBLEM

Prior to partnering with TapClicks, the V Digital Services team spent countless hours digging into each account to assess client campaign insights.

Analysts and client success managers had to manually sift through the dashboards and make sense of the metrics, which was extremely time-consuming.

THE SOLUTION

V Digital Services adopted TapClicks' AI Agents to automate and streamline their campaign monitoring, reporting, and insight generation.

Rather than manually sifting through data, V Digital Services now uses TapClicks' AI Agents' **Executive Insights Summary** and **Top & Bottom Performer Insights** to extract a deeper understanding of their clients' campaign performance. They can see all account metrics in one place, helping them prepare for client check-in calls quickly and efficiently.

V Digital Services' fulfillment team uses AI agents to improve their clients' organic and paid campaigns. Rather than manually scanning the data, they set up departmental dashboards to monitor specific KPIs. TapClicks' AI Agents then use those KPIs to detect drops in traffic, conversions, and costs-per-lead. As a result, their fulfillment team now spends more time troubleshooting and optimizing campaigns.



"We're looking forward to the continued evolution of TapClicks' AI initiatives. We see a ton of value in their products, and we know that this is only going to make us better as an agency. We're excited to partner with the TapClicks' team behind the scenes and help shape their AI solutions."

- Megan Esposito, Director of Agency Services, V Digital Services

THE RESULT

Implementing TapClicks' AI Agents has helped V Digital Services with:

Increased Efficiency: The time saved from manual data analysis is now redirected towards higher-value tasks such as campaign optimization and client communication.

Better Prioritization: CSMs can view their highest and lowest performing accounts, helping them focus on the clients and campaigns that need their attention most.

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.