

HOW SMARTBOX IMPROVED EMPLOYEE EFFICIENCY BY OVER 80% AND INCREASED CLIENT TRUST WITH TAPCLICKS




CASE STUDY: SMARTBOX

ABOUT SMARTBOX

SmartBox, LLC is a full-service digital agency that serves healthcare provider clinical practices in the United Kingdom and Australia. SmartBox offers a full range of digital solutions for its clients, including website design & hosting, SEO, Local SEO, PPC, Paid Social, Reputation Enhancement, Video Storytelling and Social Proof. They differentiate themselves by providing high-quality online marketing solutions entirely in-house, including in-house video production.



“The time to build reports has been reduced by over 80% from 400 hours a month.”

- SmartBox

THE CHALLENGE

SmartBox needed to build trust with their Healthcare industry clients and share the ROI results from the various marketing programs they run on their behalf.

Capturing and sharing that performance data without compromising HIPAA data privacy and security provisions while safeguarding patient medical information was a requirement SmartBox would not compromise. The company was also looking to make performance data more actionable with real-time data analysis that could be used to optimise media campaigns running across a variety of channels.

One example of the volume and complexity of data SmartBox was managing is where they use CallRail for call tracking and campaign attribution. The company manages 46k calls a month, and tags those calls to precisely identify key metrics such as; New Patient Opportunity - Existing Patient Scheduled - and Follow-up against various client ad campaigns. Smartbox was spending more time building reports and less time improving results, and being a trusted adviser to their clients.

THE SOLUTION

In order to report on OmniChannel ad performance and analyse various channel performance to make real-time optimisation recommendations, the company needed to blend data from CallRail with other channels such as Google Ads, Bing Ads, Google Analytics, Facebook Insights, SnapChat, Instagram, and more.

Smartbox needed a solution that would allow them to aggregate, manage and report on marketing performance data without compromising HIPAA compliance requirements and one that met their budget and customer service needs. Using TapClicks Analytics SmartBox created a “Practice Health Score” model that identifies 4 factors that predict client retention and expansion. One metric was how many times the client logs into “Practice HQ”, which is the company’s white labeled TapClicks Marketing Cloud solution. Other client retention metrics that go into the SmartBox “Practice Health Score” are monthly new patient opportunity goals, and total CSM direct contact percentages. By blending data from CallRail tagging and various ad campaign channels, the company was able to more precisely track opportunity conversion for each client.



“Not only was TapClicks Marketing Cloud platform what we needed, it was at the right price point, and their customer service was just what we needed to help us achieve our goals.”

TRENT ARKEMA VICE PRESIDENT OF MARKETING

BUSINESS VALUE DELIVERED

“The flexibility that TapClicks delivers, and their level of commitment to customer support helps us deliver what our clients need, and is a big reason why we’ve stayed with TapClicks for so long.” -SmartBox

Clients now have access to real-time marketing performance dashboards and CSMS no longer spend their time gathering data and managing spreadsheets, rather they’re focused on improving the SmartBox client experience. The Smartbox marketing team is more agile and able to adjust campaign criteria on-the-fly for improved ad program performance. Today SmartBox is able to proactively optimise campaigns day-to-day, instead of month-to-month. As a result the company has been able to proactively manage clients ad results, and clearly compare the channels SmartBox is driving traffic from vs. traffic from their clients other non-SmartBox lead channels to demonstrate how SmartBox marketing performance compares.

80% reduction in time to build reports from 400 hours a month.

9000 new patient opportunities per month driven by SmartBox for clients.

This analysis showed that SmartBox drove over 9000 new patient opportunities per month for their clients, where channels not being managed by SmartBox drove less than 200 opportunities in that same time frame. By working with both CallRail and TapClicks the company was able to clearly show the ROI being delivered to clients. By enabling clients with a more complete picture of the Marketing performance SmartBox was able to expand services, increasing overall investment, and improve the level of trust from their clients.

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
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