Tapstone Delivers 100% ROI for Ad Clients Using TUNE

Overview

Southern California-based Tapstone is a digital media buying and optimization platform, blending proprietary data analysis, automated technology and human expertise to deliver results-driven campaigns at scale. Leveraging TUNE since 2014 to keep track of their ad inventory and placement, Tapstone uses the solution as a true media reporting and optimization platform.

Challenges

Tapstone purchases over 1 billion impressions, delivers 4.5 million clicks and 25 thousand leads, sales and website registrations per month. With this amount of reach, they needed a solution that could deliver digital media buying data in real time, across multiple channels. Jonathan David, CEO of Tapstone recalls, "We were dealing with manual reporting and reconciliation through Excel. It was a slow and painful process."

Solution

While evaluating solutions to support their growing company, Tapstone compared a handful of providers. Ultimately, they selected TUNE for the critical task of managing the optimization associated with their media buying—from setting up campaigns and budgets to enhancing results. Jonathan said, "We chose TUNE because it far and away addressed more of our specific needs than any other option."

The primary reasons why Tapstone chose TUNE include:

1. Flexibility for pricing their cost and revenue to their preferred model (i.e. CPM vs. CPC vs. CPA).
2. Ease and accessibility of the API, which pulls data into their proprietary platform.
3. Price—the value of the solution far surpassed the cost.
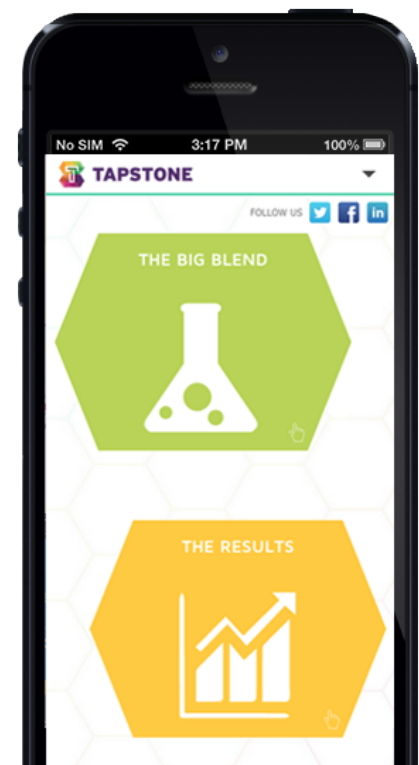
TUNE was able to provide Tapstone with a reliable and scalable tool to track media buys for their clients. Through the dynamic insertion of sale amounts in their conversion pixels, Tapstone can access complex revenue KPI's in real time. This, in turn, gives them the ability to more effectively optimize their campaigns and see which creative, targeting criteria, and partners are driving the best results.

> " TUNE is part of every Tapstone employees daily routine and we really enjoy using the product. I cannot recommend it highly enough."
>
> **Jonathan David,** CEO of Tapstone

Results

Since implementing TUNE, Tapstone has been able to directly impact the value provided to their customers. Jonathan explains, "With TUNE we can track a single impression back to a revenue event, enabling effective optimization. That helps us to create a better ROI for the advertiser, which is what we are all about."

A few of the benefits Tapstone has seen with TUNE:

- Power to track a single impression back to a revenue event, enabling continual effective optimization that delivers a minimum of 100% higher ROI for their advertiser clients than previously possible.
- Ability to measure all media buys in one place. Generate links to each of their ads in one place. Allows a team media of buyers to track all metrics on their own.
- A significant increase in revenue. In the last year, Tapstone has seen a 50% increase in revenue, attributing this success to tools like TUNE.

Tapstone looks forward to continued success with TUNE. Jonathan says, "In the next year, we plan to expand our client base within the vertical markets we already have strength in—finance, health and beauty, and education, in addition to further expanding into the travel market. We have aggressive growth plans as a company and they are supported by TUNE's capabilities."

About TUNE

TUNE builds technology that powers successful marketing partnerships across mobile and web. The TUNE Partner Marketing Platform is the industry's most flexible SaaS platform for building, managing, and growing partner programs and networks. Headquartered in Seattle with hundreds of employees worldwide, TUNE is trusted by innovative affiliate marketers, the largest performance advertising networks, and iconic brands across the globe.

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