CUSTOMER CASE STUDY

CYCLR

DRIVE
SOCIAL MEDIA

Customer Since: 2018

Contract Level: Enterprise

Geography: US

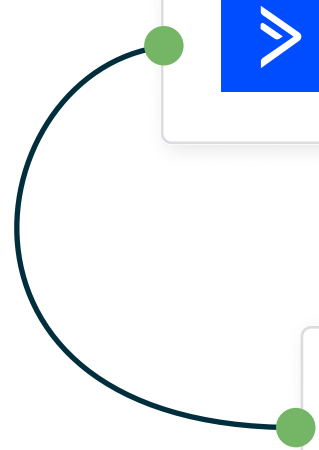# Contents
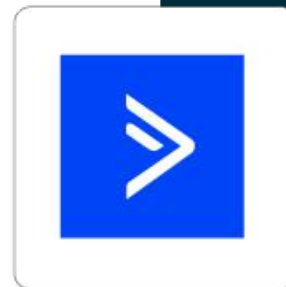
ActiveCampaign

Create Deal

Slack

Post Message

MailChimp

Get contacts from Mailchimp. Allows you to retrieve contact from your Mailchimp... More

→

Shopify

Integrate with Shopify to manage customer orders... More

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Sage Accounting & Google Sheets

Update Google Sheets data with Sage Accounting data.

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Cyclr is a leading embedded integration platform designed to help B2B software companies tackle complex integrations, serve them natively in-app, and save development time.

"Working with Cyclr has been great, from the initial onboarding process I could pitch it to Josh, the owner, and explain what Cyclr is going to do for us.

John Rippy, Chief Technical Officer

About Drive Social Media

Drive Social Media is a full service digital advertising agency with their own proprietary SaaS platform, Marketing Milk.

Marketing Milk is an analytics tool that Drive uses to show results to their clients. They work with small to medium size businesses to bring a minimum three times return on investment.

Before using Cyclr, Drive was either **building integrations themselves** or having **clients manually enter their data** into Drive's systems.

A **lot of spreadsheets** and room for **mismanagement** led Drive to believe that there had to be an easier way.

John Rippy, CTO at Drive Social Media is a part of a team who have a wide depth of expertise across the digital marketing spectrum and can collectively achieve literally any marketing goal that your business requires.

John Rippy, Chief Technical Officer

Company Usage of Cyclr

Drive Social Media wanted to **save time** and find a way to **flow client data seamlessly** to show return from their marketing efforts.

Drive chose to work with Cyclr because of the **easy to use interface**, the team providing **excellent support** and, ultimately, the ability for Cyclr to **implement branching logic** for all of Drive's integrations.

Drive's primary goal is to **accurately assess the first touch point** a customer has with their clients' businesses.

For instance, when a customer is scrolling through Instagram they see an ad for a pair of jeans at a new clothing boutique. The ad caught their eye but that's not why they are on Instagram, they look at the ad and keep scrolling.

Two weeks later they rip a hole in their jeans and, prompted by the Instagram interaction, remember the brand name for the new clothing boutique. They perform a Google search, open a mapping service, take an Uber, and end up at the clothing boutique, where they make a purchase.

If the owner of the clothing boutique didn't accurately monitor all events, they may think their Google Business or SEO efforts directly led to that sale. In fact the **first touch point** that they had with the customer was the **Instagram ad**. Drive seeks to prove this as often as possible.

"We've had great conversations, great help from the Cyclr side and it's been smooth sailing for the better part of a year and a half."

John Rippy, Chief Technical Officer

Drive's secondary goal is to be able to **perform branching logic** on their integrations.

Instead of dumping all phone calls from a VOIP system into Facebook Offline Events, they take all phone calls, queries, clients CRM, and determine if they are a new customer or current customer calling in.

Drive can **use these data points** to provide their customers with **deeper insights** through their proprietary Marketing Milk SaaS application.

MailChimp and Formstack
Add new newsletter subscribers to subscriber email list

Unpublished

Webhook to Salesforce
Adds new contact to Salesforce and checks if existing contact

Unpublished

Sage Accounting and Google Sheets
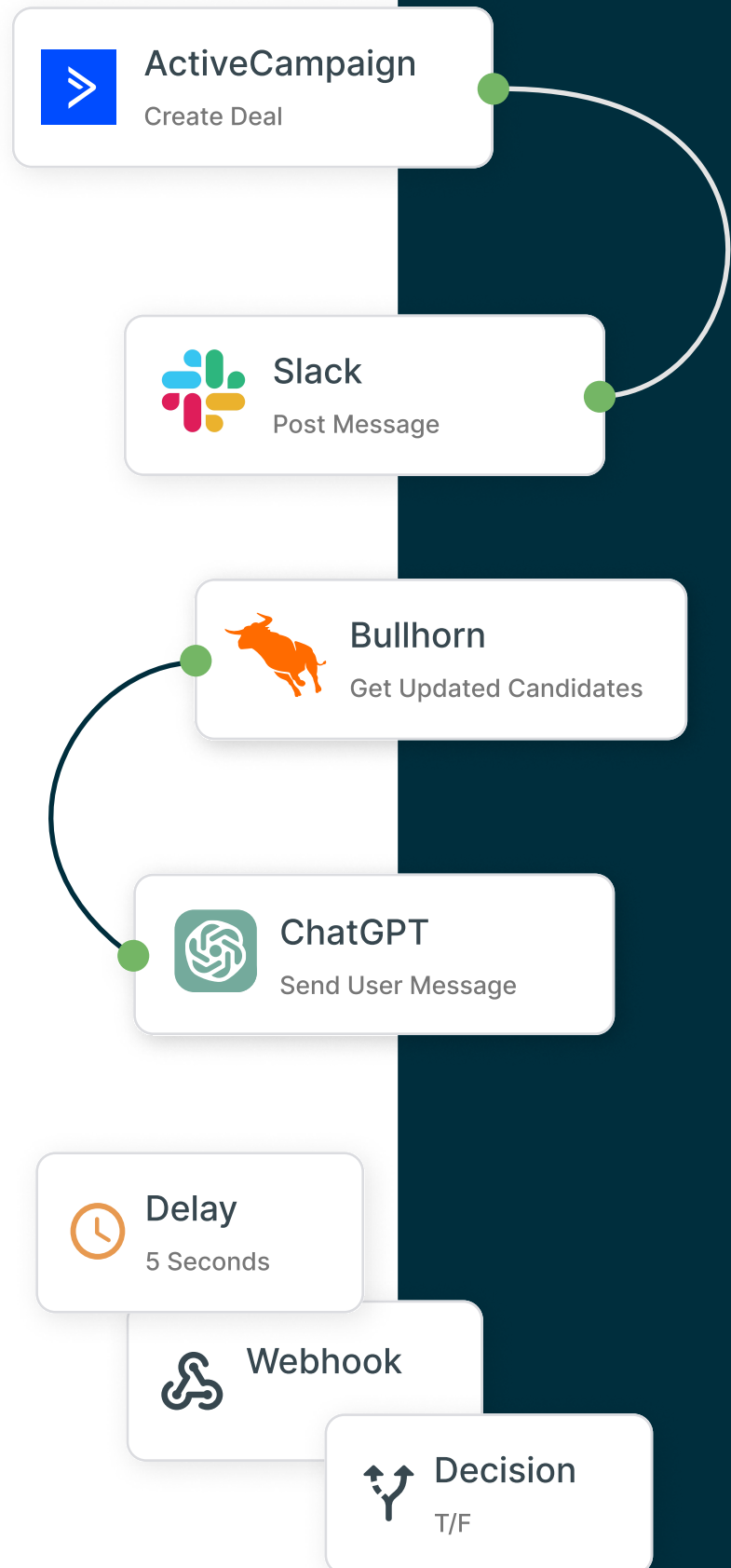Update Google Sheets data with Sage Accounting data

Published

Cyclr integration capabilities, according to Drive, are **far superior to the one-to-one style** of integrations you would get with a product like Zapier.

Through using Cyclr Drive's clients' ad spend can be allocated more effectively. Advertising bidding adjustments can be made in real time, **no longer having to rely on manual customer data uploads**.

With around 25 members of the Drive team interacting with the Cyclr application to create and deploy integrations, they currently have **40% of their clients running Cyclr powered integrations**.

Drive estimate they **save at least an hour a week in setup and maintenance**, per client - a figure which they predict will quickly grow.

ActiveCampaign
Create Deal

Slack
Post Message

Bullhorn
Get Updated Candidates

ChatGPT
Send User Message

Delay
5 Seconds

Webhook

Decision
T/F

Benefits and Results

Benefits Drive noted with Cyclr were the **ease of use** once a connection has been made and tested. The Cyclr team members are **"great, provide excellent support, are super nice and genuinely want to help Drive's business"**. Other benefits of Cyclr include **huge time savings, cost and agility**.

Cyclr makes it very easy for Drive to **scale these integration services** so they don't have to have developers sit and monitor API changes or make changes to their integrations. It allows them to **focus on building the dashboarding systems** that they are leveraging for their clients.

"I love working with you guys, always super helpful, and the support is great."

John Rippy, Chief Technical Officer

"We had a few hurdles in the beginning, but only because we had to figure out what we were using and how we can use it the correct way, rather than the way that we wanted to use it.

We married those two things pretty well and it's been a well oiled machine for the better part of a year and a half."

John Rippy, Chief Technical Officer

Get in Touch

If you would like to talk about your integrations give us a call **+44 (0) 330 010 2525** or email **info@cyclr.com**

★★★★★
"Great product with amazing service"

★★★★
"Easy to adopt and adapt"

★★★★★
"Zapier on Steroids!"

★★★★★
"Integrations made easy!"

G²
Users Love Us
★

★★★★★
"Fantastic team to work with"

CYCLR