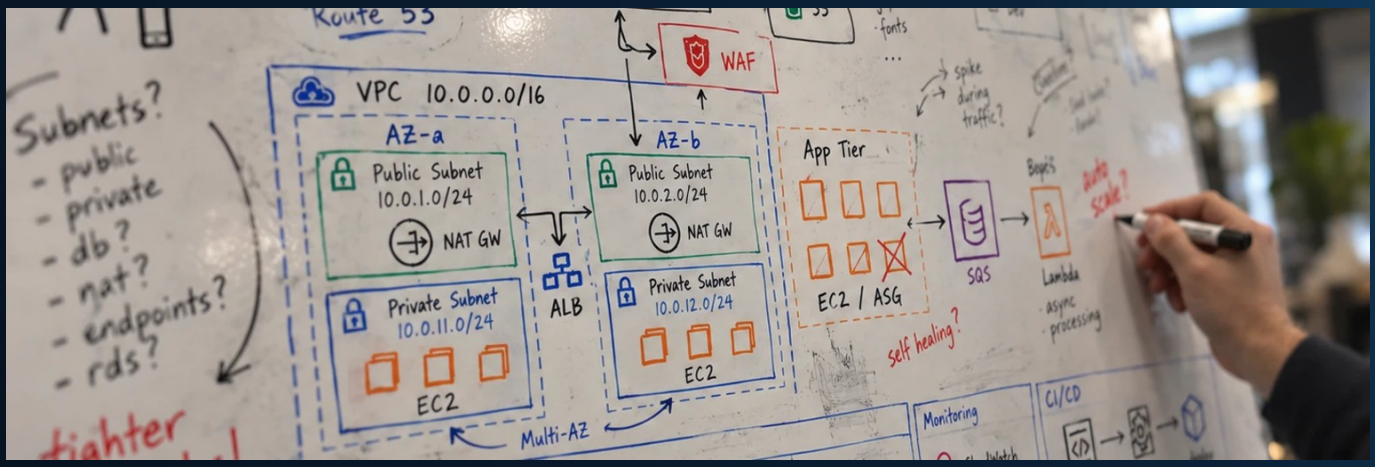
DIGITAL SHIFT

CASE STUDY

PRODUCT STRATEGY / 2014-2023

ClickASnap

Pivoting a video prototype into a photography platform



Illustrative cover artwork from the published case study

WORKFLOW

Prototype → Real usage → Cost analysis → Pivot → Product growth

The challenge

The original idea was a video platform that shared advertising income with creators. Streaming, storage and transcoding costs rose quickly, and not every view earned advertising revenue. The business needed to test those economics before investing in a full build.

Discovery

Digital SHIFT founder Marc Thornton recommended a working prototype. A viral video exposed the cost of serving views with little eligible ad revenue. The team recommended moving to photography while retaining much of the code, product mechanics and early community.

What changed

The pivot became ClickASnap. In a December 2021 release, the company reported growth from 30,000 to over 2.2 million sign-ups between September 2020 and September 2021, and turnover of £36,000 in 2020 and £1.6 million in 2021.



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Read the online case study

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Digital SHIFT is a trading style of MJC Digital Ltd · Company no. 09096952