Bodaclick is an interactive case study that presents the evolution and growth of the company from its founding in 2000 to 2008. It incorporates interactive graphs, time lines, interactive maps, interviews with company managers and guided visits to its website. The case shows the evolution of their business model and their process of internationalization.

The multimedia case is divided into the following sections:

- The industry
- The company
- Press
- Financial data
- Management
- Web visits
The managers narrate the history of the company; the case includes video interviews with the company’s founder, president, managing director, marketing director, content director, operations director and finance director.
Students can see the evolution of articles about Bodaclick, from discussions about the internet to the progress of the company. In the early stages, it was necessary to educate clients and ensure their confidence, however more recently the articles focus on the company and its success.

Interactive maps show the internationalization of Bodaclick and highlight one of the main dilemmas of the case study: to continue with the expansion abroad or to develop in depth the existing markets.
The last section shows the most popular resources created for the bride and groom, as well as for the guests attending the wedding.

The case also discusses the challenge that diversification and transferring this business model to other sectors and areas could bring.