



Elevating Marketing Analytics through Data, AI & Experience

Strategic Product and UX Audit + Growth Roadmap

By Kirti Vats

tapClicks: A Powerhouse in Unified Marketing Intelligence

Omnichannel Integration at Scale

With 250+ connectors (Google Ads, Meta, Salesforce) and ImportWizard, TapClicks unifies fragmented marketing data to deliver a seamless view of performance.

AI-Driven Insights

Powered by Benchmark Widgets, TapInsights offers actionable recommendations—enabling faster, smarter decisions like ad spend reallocation.

No-Code, Custom Dashboards

TapAnalytics' drag-and-drop tools let non-technical users track KPIs (ROAS, CTR, conversions) without IT support.

Automated, White-Labeled Reporting

TapReports simplifies client communication with scheduled PDF/XLS reports—freeing agencies to focus on strategy.

Advanced Attribution & MMM

With multi-touch attribution and marketing mix modeling, TapClicks helps measure true ROI and optimize channel investments.

Scalable Architecture

Backed by 1M+ dashboards and 10K+ data connections, the platform is built to scale.

Website Optimization: SEO, UX & Positioning Recommendations



Visibility & Discovery

Low SERP Visibility for Strategic Keywords: Despite aligning with terms like AI marketing dashboard and reporting automation tool, TapClicks did not appear in Google's top results for competitive terms like Marketing Platforms.

- **Action:** Refine SEO strategy around long-tail keywords (e.g., SEO dashboards, cross-channel analytics platform).
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Messaging & Positioning

Core Features Are Strong but Under-Explained: Product names like TapOrders may confuse new users. TapData lacks case-backed outcomes (e.g., "reduced ETL time by 30%") to anchor value.

- **Action:** Integrate real-world outcomes and rename/reframe less intuitive features.

Competitive Comparison Missing: No visible "Why TapClicks?" narrative on the site to help visitors evaluate versus competitors.

- **Action:** Add a dedicated comparison module or mini-deck.
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Conversion Strategy

Missed Use-Case Anchoring: The site could benefit from CTAs that showcase outcomes or specific solutions—e.g., "See how agencies cut reporting time by 50%."

- **Action:** Introduce use-case CTAs post-scroll (mid-page and footer), linking to micro case studies.
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Strategic Growth Accelerators for TapClicks

LLM-Powered Narrative Reports

Evolve from data widgets to automated natural-language summaries - turning campaign performance into client-ready stories, reducing manual reporting, and enhancing transparency.

Predictive Attribution Models

Advance beyond retrospective ROI with AI-driven forecasting - enabling proactive budget optimization and smarter pre-campaign planning.

Guided, Visual Onboarding

TapDataMax simplifies setup - take it further with an interactive onboarding wizard that walks new users through connection, transformation, and dashboard creation.

Real-Time Custom Alerts

Enhance Benchmark Widgets by adding live, customizable alerts for CTR drops, pacing issues, or budget overruns - helping agencies act in the moment.

Expanded Channel Integrations

TapClicks leads in breadth of connectors; now, deepen support for emerging platforms like TikTok Ads, CTV, and Shopify with granular insights that modern agencies demand.

Automated Privacy Workflows

Privacy is table stakes. Embedding GDPR/CCPA - compliant anonymization directly into ETL flows to reinforce trust with enterprise clients and international users.

Actionable Roadmap – From Vision to Execution

Feature	Implementation	Business Impact
Narrative Reports	Leverage LLM capabilities to auto-generate summaries	Saves agency time, boosts communication
Predictive Attribution	Build ML dashboards forecasting ROI across channels	Enables proactive budget reallocation
Niche Integrations	Add granular support for TikTok, CTV, Shopify	Expands omnichannel capabilities
Onboarding Wizard	Create visual, click-through setup guide	Speeds up adoption and reduces friction
Real-Time Alerts	In-app/mobile alerts for anomalies	Allows for immediate campaign action
Privacy Automation	Embed data anonymization into ETL	Strengthens trust and global compliance

The Strategic Imperative – Why This Matters

Exponential Efficiency

LLM-powered reports and onboarding wizards cut agency workload significantly

Stronger ROI

Predictive attribution and alerts turn TapClicks into a proactive campaign optimization tool.

Competitive Advantage

Niche channel support and data privacy leadership position TapClicks above Supermetrics and Domo.

Scalable Innovation

Enhancements directly support TapClicks' 10K+ client base and future-proof growth trajectory.

MarTech Leadership

These features embody where the industry is headed—
AI-first, privacy-ready, and user-centered.

What This Means for TapClicks' Data Products



Stronger Vendor Data Integration: Granular support for TikTok, CTV, Shopify extends TapClicks' leadership in scalable data onboarding



Faster, Guided Onboarding: Visual setup wizard supports non-technical users and reduces support cycles



Privacy by Design: Automating GDPR/CCPA compliance workflows builds client trust and competitive differentiation



Operational Optimization: These improvements reduce handoffs, simplify feed customization, and reflect the growing need for low-code/no-code user journeys



Why I'm Aligned to This Vision

Background

MBA/MSBA graduate with a foundation in product management, data strategy, and marketing analytics. Former software engineer turned insights-driven builder.

Core Strengths

- **Marketing Analytics:** Skilled in ROAS, CTR, cohort churn, and attribution tracking.
- **AI/ML:** Applied predictive models and built LLM-powered sentiment tools.
- **ETL/API:** Streamlined data flow across systems using SQL, Python, Salesforce, and JIRA.
- **UX/UI:** Designed simplified, scalable dashboards for diverse user personas.

My Vision

To amplify TapClicks' market presence by embedding AI-driven features, simplifying onboarding, and reinforcing scalable, secure integrations.

Relevant Experience

- Led a GTM strategy project for Caelus (MostLeast.io), turning ambiguity into market positioning clarity.
- For the Seagate Analytics Project, proposed a product analytics model tied to retention, churn, and onboarding costs.
- Built ETL pipelines and dashboards at IQVIA for pharmaceutical data integrations—HIPAA-compliant and real-time.

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