



TapClicks Launches 100,000th Digital Marketing Dashboard for Business

The pace of expansion and scalability of TapClicks analytics eclipses 2013 goal well ahead of schedule as new accounts sign up at accelerating pace

Cupertino, CA – September 23, 2013 -- TapClicks, the digital presence company, today announced that the company has brought online more than 100,000 dashboards for small businesses tracking more than 250,000 digital-marketing campaigns. This blistering pace of implementation blasts through the company's 2013 goals.

In addition, the signup rate for new agency clients is accelerating rapidly.

"The summer has been sizzling hot," said Babak Hedayati, CEO of TapClicks. "Our major release of version 3.0 is scaling in a massive way and we couldn't be more excited." The rapid deployment has helped TapClicks surpass its goals for dashboards with more than three months to spare, he said.

The TapClicks analytics dashboard brings into focus top-performing digital campaigns, from search-marketing and display ads to reputation management and social/mobile marketing. The TapClicks platform is directly integrated into more than 20 leading digital-marketing platforms ranging from Google AdWords, Facebook, Twitter, FourSquare, and most major ad-serving platform and email-newsletter services.

"We invested heavily in the development of our platform to ensure scalability under massive adoption rates and extreme server load. Clearly this investment is paying off," said Pierre-Luc Soucy, vice president of software development.

Hedayati said there has been a significant uptick in social-marketing campaigns and mobile engagement with consumers, two emerging marketing channels where it is essential to know what is working and optimize around those top performers.

"If you don't have a holistic view across every aspect of every campaign you're at risk of under-delivering to clients. Local media companies and digital agencies with these insights will win the lion's share of these new marketing channels." Hedayati said. "The land rush is on and the winners are those with advanced reporting that delivers true performance insights."

Founded in 2009, TapClicks operates out of offices in Silicon Valley, Canada, India and Mexico.

For more information, please visit <http://www.TapClicks.com>. Alternatively you may contact TapClicks by phone at 408-725-2942 or email at info@TapClicks.com.