



## **TapClicks Delivers Breakthrough Reporting for Digital Marketers**

*Third-generation TapClicks platform provides digital agencies and enterprise marketers with client dashboards and automated email reports.*

(Cupertino, CA) -- August 29, 2013 -- TapClicks, the digital presence company, today announces TapClicks 3.0 and its embedded marketing analytics reporting platform, enabling digital agencies to comprehensively track and report on campaign performance across thousands of client accounts.

“The blistering pace of today’s digital marketing requires advanced tools to bring multiple marketing platforms together,” stated Babak Hedayati, CEO of TapClicks.com. “Successful agencies know what’s working in every campaign and can prove it to their clients in a polished, professional way. They know marketing is not just a one-time sale – they must demonstrate value every day.”

The problem is that agencies are spending 25% to 35% of their time just digging up the information they need from multiple tools to piece together inadequate reports for their clients. The new TapClicks 3.0 marketing analytics platform adds powerful, built-in report generation and scheduling functionality to its agency-side analytics solution.

With these new capabilities, agencies can quickly compile and report performance data -- for one client, or hundreds or thousands -- across Google Analytics, Google and Bing SEM campaigns, Facebook, Foursquare, Twitter, Vendasta reputation monitoring, Marchex, SEOMoz, Constant Contact and MailChimp, among others. Marketers can now, with the push of a button, instantly show the value across every campaign, every click, every keyword, across multiple campaigns.

Features include:

- Fast onboarding of clients into the TapClicks marketing dashboard
- Individual password-protected client dashboards
- Simple point-and-click interface to automate regularly scheduled reports to clients
- Choose between HTML (view-on-screen) and PDF formats
- Assign daily, weekly or monthly auto-reporting schedules
- Manage preferences to restrict access to potentially sensitive information

#### About TapClicks:

TapClicks provides digital-marketing solutions, performance analytics, turnkey digital packages for resale, and fulfillment for its clients as needed. Founded in 2009, TapClicks operates out of offices in Silicon Valley, Canada, India and Mexico.

For more information, please visit <http://www.TapClicks.com>, contact the Tapclicks.com support hotline at +1.866.626.1088 or send us an email at [info\(at\)TapClicks\(dot\)com](mailto:info@TapClicks.com).