



***Star Tribune* retains TapClicks to deliver robust marketing analytics tools to real estate professionals in the Midwest**

TapClicks analytics platform reveals how homebuyers find listings, giving agents better visibility into how their marketing efforts drive results

Cupertino, CA – February 7, 2013 -- TapClicks, the digital presence company, today unveiled a robust real-estate marketing platform that the *Star Tribune* will use to help Realtors pinpoint how homebuyers discover property listings in print and online.

“Agents struggle to know how homebuyers find the agent’s listings,” said Jeff Herr, chief operating officer at TapClicks. “We make sure every agent knows how their listings are found. This empowers the team at the *Star Tribune* with tools to help agents double-down on the promotions that drive the most engagement with homebuyers.” The *Star Tribune* is TapClick’s 7th major media client.

Jason Erdahl, senior director of digital at the *Star Tribune*, is leveraging TapClick’s technology to accelerate an important overhaul of the publisher’s real-estate channel. He said real-estate agents will draw from a storehouse of deep analytics through TapClicks. “When the snow clears and the home-buying season arrives this Spring, we will be there to build the digital presence for every home on the market. This is a game changer for everyone.”

Real-estate agents will use the new dashboards and analytics to monitor the visibility of each of their listings, to understand how homebuyers find a home, and to see trends in consumer demand for homes and apartments. Agents order new ad units from within the platform, including print ads like the *Star Tribune*’s weekend Showcase of Homes.

Babak Hedayati, chief executive officer of TapClicks, said the company is actively integrating digital-analytics and dashboards into an array of online marketplaces, from homes to autos and from retailers to service providers.

“The magic is in the analytics. Plug our platform into your program and we’ll show you what’s working now,” he said.

TapClicks is a market leader in developing the digital presence for businesses, products and services. The company has similar niche products for automotive, helping car dealers draw visibility for their car listings, for retail products and for service businesses.

TapClicks just unveiled TapClicks Analytics 2.0 additional features as part of the latest product release that brings forward powerful alerts when a marketing campaign changes in performance. The new

platform also now features a scorecard across an agency's portfolio of clients for "at-a-glance" inspection points as well as additional integrations of third-party tools like Google Analytics, OAS 24/7 ad-server, Twitter and FourSquare.

The company just unveiled its latest product release, TapClicks Analytics 2.0. Digital agents and small businesses alike use the cloud-based analytics platform to track real-time performance of their client's digital-marketing efforts, right down to every creative and every outbound marketing effort. The platform tracks performance of banner ads, online video, SEO, SEM, reputation management, email and SMS push marketing, social media, mobile campaigns, and post-click website analysis and more.

The company also just announced that it has completed another round of financing, signed up its seventh media client, and expanded its management and engineering teams.

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> or contact Michael Mertz at 408-725-2942 or info@TapClicks.com.