



TapClicks Releases Version 3.3 of Leading Cloud Marketing Analytics Platform

Enhanced digital marketing benefits include new connectors for Google Analytics, ExactTarget and Moz

Cupertino, CA – November 25, 2013 -- TapClicks, the digital presence company, today announces the 3.3 version of its TapClicks Marketing Analytics Platform, the new industry standard for digital marketing analytics and campaign performance dashboards.

The new TapClicks 3.3 platform adds significant functionality to the currently available TapClicks platform for digital agencies and marketers. Among the enhancements are:

- Enhancements to our Google Analytics integration, adding important items such as AdSense and e-Commerce analytics
- New connectors to important digital marketing services, such as Moz (formerly SEOmoz) and ExactTarget
- Horizontal scrolling and fixed headers for a better user experience when using large User-configured data tables
- Improved signin flow for digital agencies and their clients
- ... plus many other important changes that better support the world of digital marketing.

The TapClicks Cloud Marketing Analytics Platform quickly connects and caches performance metrics from Google Analytics, Google and Bing SEM campaigns, Facebook, Twitter, SEO tools and email-newsletter platforms, to name a few. Digital agencies use the TapClicks Analytics Platform to report performance of their clients' outbound marketing efforts at the website, campaign, creative, and keyword levels. The TapClicks Analytics Platform gives them the ability to compile client reports, schedule regular formatted reports to be sent to clients by email, give their clients access to their own sets of dashboards, and much more.

"The TapClicks 3.3 release contains key new features that complement 3.2 and build upon the game-changing nature of TapClicks 3.0," said Babak Hedayati, CEO of TapClicks. "Our customer base is responding enthusiastically to our growing list of integrations, and we are getting highly positive

feedback on the important new digital marketing functionality that we are developing at a rapid pace.”

About TapClicks:

TapClicks provides digital marketing solutions and performance analytics tools for its clients. Founded in 2009, TapClicks operates out of offices in Silicon Valley, Canada, India and Mexico.

For more information, please visit <http://www.TapClicks.com>, call our offices +1.408.725.2942 or send us an email at info@TapClicks.com.