

What Are Your Challenges?

Many digital and local-media agencies grapple with these issues:

Wasting Your Time on Tedious Manual Reporting?

Many TapAnalytics clients formerly spent **50% of their time** Creating and formatting marketing analytics reports

And the more clients you have, the greater the problem!

Can Automated Reporting Help Your ROI?

Are Your TOP Clients Thinking of Leaving You?

82% think agencies are *struggling to incorporate digital platforms*

24% say agencies are *falling short and not doing a good job*

72% say agencies are *inconsistent and need to improve*

Are You Being Effective and Retaining Clients? TapAnalytics Can Help!

Marketing Analytics: Can You Keep Up?

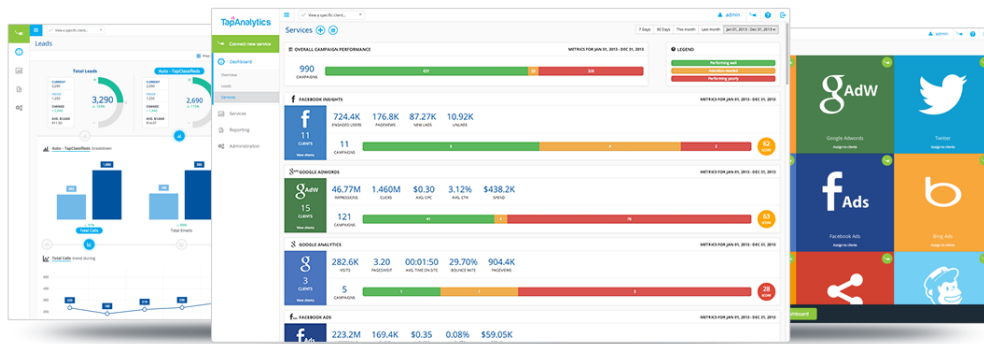
Spending on marketing analytics will **Increase 60%** by 2015

You can outperform your competitors by **300%** by integrating 4 or more digital channels compared to single—or dual—channel campaigns and this keeps growing...

Can You Measure and Report Multi-channel Marketing Effectiveness? Monitor Campaigns Effectively with TapAnalytics!

Why TapAnalytics™ from TapClicks?

Proving the results of brand advertising is notoriously difficult... TapAnalytics helps you measure all of your campaigns, across all of your clients!



The TapAnalytics Marketing Platform Revolutionizes the Way You Deliver Results!

Save Time: Reduce Reporting Effort

Unified, configurable on-demand dashboards and scheduled email reports

Delight Your Clients

All-in-one reporting and customizable client dashboard:

Gain Insight

Analytics, intelligence, and trending insights for campaign optimization

For Digital Agencies

Demonstrate proven value to your clients, improve your operational efficiencies, reduce management costs, improve communications, and increase customer retention.

- For operational managers: a dashboard rollup of all clients and campaigns to easily evaluate and optimize
- For account managers and sales reps: a custom dashboard with automated, real time reporting on client campaigns

Results: revenue growth and increased profitability!

For Clients and Enterprises

Demonstrate marketing ROI to your management.

- Custom dashboards automate visibility, reporting and communication of campaign status and analytics, without onerous data collection or manual report generation, in real time,

Results: Report, analyze, and optimize campaign investments now, and for the future!

TapAnalytics Digital Marketing Platform

Get It!

Gather Information:

Channel Connectors Aggregate Data for All Your Campaigns

Analyze It!

Analyze Performance:

Metrics for All Clients and Campaigns

Share It!

Report Results:

Customized Dashboards and Reports for Both Agency and Client

It's All About the Metrics, for Your Campaigns!



Demonstrate your Effectiveness and ROI with TapAnalytics!

Contact Us

Explore what our integrated marketing analytics capabilities can do for you, your management and your clients!

- For a demo, or a free trial, see www.TapAnalytics.com, contact us at +1.866.626.1088 or email info@tapclicks.com