



TapClicks converts \$1.5M seed funding and secures \$1M in new investment as company accelerates into digital-marketing analytics

Cupertino, CA – December 20, 2012 -- [TapClicks](http://www.TapClicks.com), the digital presence company, today announced that its backers have converted a \$1.5 million investment into company stock and committed to ongoing funding next year. The funding comes as the company is picking up momentum with new analytics products, an expanded executive team, and a pipeline of major clients and partners.

“We are very pleased with the speed with which TapClicks has become a market leader in marketing analytics and automation, both in the U.S. and abroad,” said Babak Hedayati, CEO of TapClicks.

Today the company released TapClicks Analytics 2.0 platform, the most advanced digital-marketing analytics infrastructure to hit the market. Digital agents use the cloud-based SaaS platform to track real-time performance of every campaign and creative. 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.

These metrics are collected and the performance is scored using proprietary algorithms. “Changes in campaign performance are flagged using alerts to help agents stay on top of every campaign and serve every client optimally,” said Babak Hedayati, CEO of TapClicks.

“We’ve pushed through to deliver unparalleled marketing intelligence ranging from high-level trends to specific campaign tactics. Now there is absolutely no reason for marketers and advertisers to fly blind across the digital-marketing landscape,” he added.

Hedayati added that the ongoing investment from TapClick’s initial investors is gratifying. “We are in a very hot market and things are moving quickly,” he said.

TapClicks provides digital-marketing solutions, performance analytics, turnkey digital packages for resale, and fulfillment 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> or contact Michael Mertz at 408-725-2942 or info@TapClicks.com.