TapClicks

The digital marketing and analytics company

What Are Your Challenges?

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

*"We spend **5-12** hours a week to generate a client report"*

*"Our high **customer churn** stems from the fact that in more than half of the cases we cannot provide a **clear ROI**"*

*"We **lose as much as 50%** of our client base annually"*

The TapAnalytics™ Marketing Platform Revolutionizes the Way You Deliver Results!

Why TapClicks TapAnalytics?

In years past, proving the results of brand advertising was notoriously difficult... Now, TapAnalytics helps you measure all of your campaigns, across all of your clients!

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!

TapAnalytics Solution

With TapClicks digital marketing solutions, campaign performance results and analytics are easy to obtain and share, for optimized performance, and instant communication.

TapAnalytics helps you leverage popular   outbound marketing channels and conquer complexity by integrating these and more…

In real time, cloud-based TapAnalytics automatically gathers, analyzes and displays key metrics for all campaigns, all clients.

Dashboards visually present the results of your campaigns. Email reports and alerts keep you posted instantly, so you know:

- What? Ad identity, type, and size
- Where? All placements
- When? Start and end dates, with ad status
- Results? Impressions, Clicks, and Click-Through Rates (CTRs)
- How to optimize? Campaign performance analytics, scoring and relative success, with costs per channel, costs per campaign, and results

Our Clients Say…

"Our first collaboration was a huge success right out of the gate. We know the partnership around the automotive vertical will bring even greater benefits to our clients and to our operation."
- *Jason Erdahl, executive director of digital, Star Tribune*

"I must say the Taps Team have been a pleasure to work with!"
- *Martin Garcia, Santa Cruz Sentinel*

"Digital First Media adopted the TapClicks Analytics Platform to consolidate and simplify complex campaign metrics, which enabled us to demonstrate our full value to our customers."
- *Michael Fibison, Vice President of Digital Platforms, Digital First Media*

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.TapClicks.com, contact us at +1.866.626.1088 or email: info@tapclicks.com