



TapClicks unleashes digital-revenue program in western Pennsylvania

Marketing analytics platform and turn-key sales packages power GoErie as the leading, local digital agency

Cupertino, CA – November 21, 2012 -- TapClicks, the digital presence company, today announced the launch of a major digital-agency initiative in Pennsylvania. The project brings forward real-time analytics dashboards, sales packages and collateral, fulfillment support services to help local small businesses compete and win in the local marketplace.

The digital-agency program was built with the team at GoErie to help the newspaper group to rapidly implement leading-edge sales models with the aim of increasing digital revenue.

“With the best-in-the-business sales tools and resources from TapClicks we were able to reduce our time to market by at least a year. Which means we can accelerate our push to help local businesses outcompete using digital tools and services,” said Laurie Thompson, director of sales.

The challenge for local businesses is significant. “Local businesses often struggle to compete. They don’t have the social-marketing experts, the expertise in search marketing, to take on the big dogs. We can now guide them forward using the dashboard and analytics from TapClicks to make every dollar drive maximum benefit for our local clients,” said Thompson.

The TapClicks analytics dashboard brings into focus top-performing digital campaigns, from search-marketing and banners to reputation management and social/mobile marketing. The TapClicks platform is directly integrated into leading digital marketing platforms ranging from Google AdWords, Facebook, Twitter, FourSquare, all leading banner servers and email-newsletter services.

Next month the company will unveil its latest product release – TapClicks Analytics 2.0 -- that brings forward real-time alerts to help marketers monitor and optimize every digital-marketing campaign.

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.