



TapClicks bolsters leadership and development teams as it accelerates into the digital-analytics and marketing arena

Cupertino, CA – October 27, 2012 -- TapClicks, the digital presence company, today announced that it is expanding its leadership team with the addition of a new Chief Operating Officer and new software-development engineers.

TapClicks announced the addition of Jeff Herr, a long-time digital-media executive, as COO.

Herr was most recently vice president of digital at California Newspapers Partnership (a network of 34 daily newspapers in California including the San Jose Mercury News, Oakland Tribune and L.A. Daily News). Prior to that, he was director of interactive media for Lee Enterprises, a large local-media publisher. It was at Lee that Herr pioneered the digital-agency model in 2006. He has worked in digital media for nearly 20 years.

“For years, I’ve been building digital agencies serving thousands of local businesses. But until TapClicks came forward with its digital-marketing analytics suite, we were often flying blind,” Herr said. “Once I started using the TapClicks platform I knew things would never be the same. Given the profound opportunity in this space I knew I had to be a part of this team. These guys are incredibly aggressive entrepreneurs who are changing marketing forever.”

Digital agents, enterprise marketers and small businesses use the cloud-based analytics 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.

“Big-data analytics and intelligent dashboards are the wave of the future,” said Babak Hedayati, CEO of TapClicks, adding that “the team is thrilled to have Jeff join the TapClicks family as his knowledge, from a customer perspective, and his influence on the media ecosystem fits perfectly with our vision for marketing.”

TapClicks also announced that it has recruited three high-powered software engineers from other start-ups. These “top guns” are among the most sought-after guys in this space, Hedayati said.

The company just unveiled its latest product release, TapClicks Analytics 2.0. Digital agents and small businesses use the cloud-based analytics platform to track real-time performance of their client’s digital-marketing efforts, right down to every creative and every outbound marketing effort. 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 and more.

The company also just announced that it has completed another round of financing, signed up its seventh media client, and has integrated its suite of analytics tools into key verticals including real-estate and automotive.

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 TapClicks by phone at 408-725-2942 or by email at info@TapClicks.com.