

## 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!**

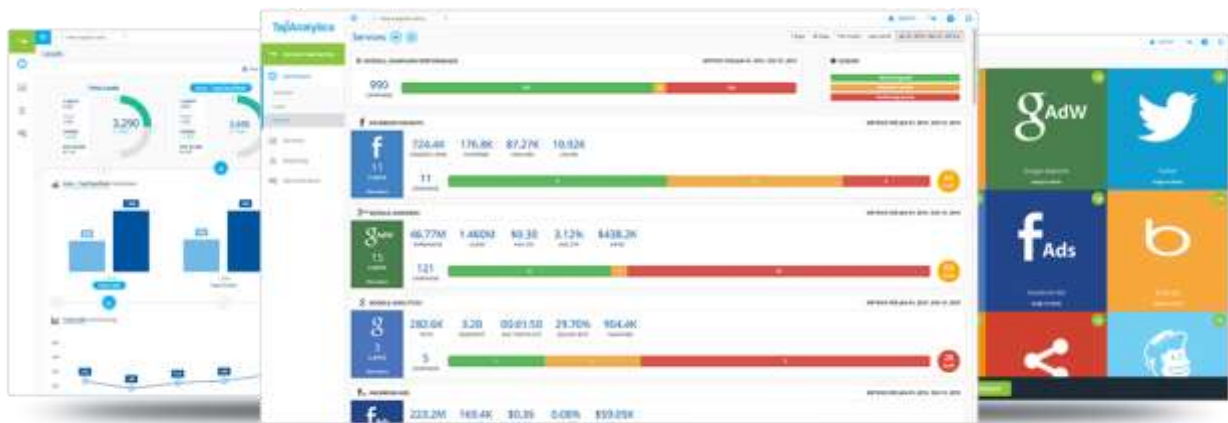
### Marketing Analytics: Can You Keep Up?

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?



**The TapAnalytics Digital Marketing Platform Revolutionizes the Way You Deliver Results!**

## THE VALUE OF TAPANALYTICS

### For Digital Agencies, Clients and Enterprises

#### Save Time: Reduce Reporting Effort

- Unified, all-in-one, configurable, on-demand dashboards and scheduled email reports
- Automated visibility and reporting of campaign status and analytics, without onerous data collection or manual report generation
- For operational managers, account managers and sales reps: Agency dashboard rollups of all clients and campaigns to easily evaluate and optimize results

**Improve your operational efficiencies, reduce reporting and management costs!**

#### Delight Your Clients

- Custom client campaign dashboards, with on-demand reporting
- Automated communication of campaign status and analytics

**Demonstrate proven value to your clients, improve communications, and increase customer retention for revenue growth and increased profitability!**

#### Gain Insight

- Analytics, intelligence, and trending insights for campaign optimization

**Report marketing ROI, analyze, and optimize campaign investments now, and for the future!**

## IT'S ALL ABOUT THE METRICS!

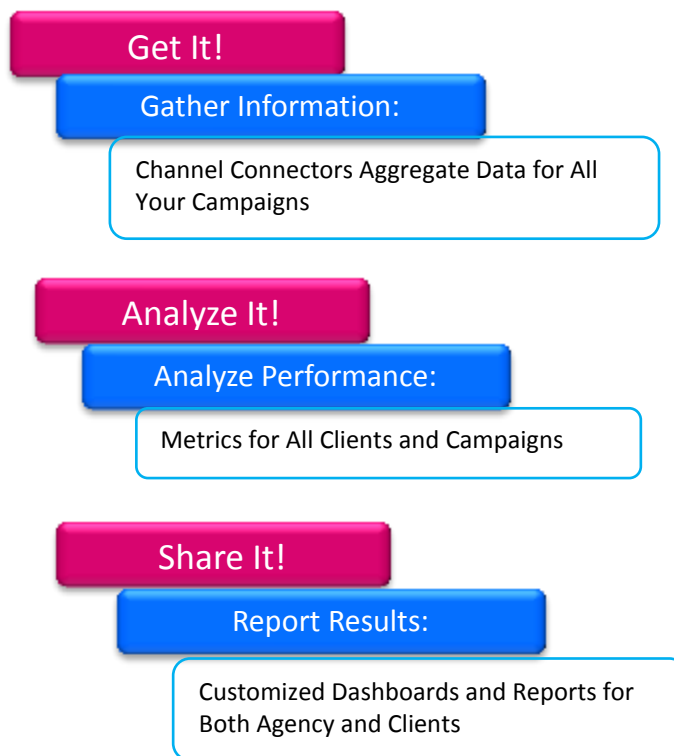
### For All Your Digital Marketing Campaigns



**Demonstrate your Effectiveness and ROI with TapAnalytics!**

## TAPANALYTICS PLATFORM IN ACTION

### Get It! Analyze It! Share It!



## KEY TAPANALYTICS FEATURES

### Fast, Simple Campaign Performance Analysis and Reporting



## CONTACT US

Explore what our digital marketing platform, with analytics, can do for you, your management and your clients! For a demo or free trial, see [www.TapAnalytics.com](http://www.TapAnalytics.com)