



## **TapClicks Announces Facebook Insights Integration into their leading Digital Marketing Analytics Platform**

*TapClicks analytics platform reveals performance of marketers' digital marketing campaigns, showing what works and (most importantly) what doesn't*

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It's two days before your Marketing Review and you need help. Your IT group is busy (as always), your campaign reports aren't ready (uh-oh) and no one is answering your calls. Sound familiar? Panic is setting in! What can you do?

Now, TapClicks, the digital presence company, has integrated their state-of-the-art marketing analytics platform with Facebook Insights to help you bring social media reporting "front and center" to your clients. Facebook Insights joins over twenty other integrations of leading digital marketing platforms such as Google AdWords, Twitter, FourSquare, leading banner servers, email-newsletter services, etc.

The latest TapClicks integration makes it easy for digital agencies, enterprises and marketing organizations to see results of their social campaigns with analytics from banner ads, call tracking, daily deals and reputation management, just to name a few. This means that now you and your clients can track your Facebook campaigns, visualize the results and ROI in a unified dashboard, and focus your scarce resources (i.e, marketing budget) on the stuff that works!

A wholehearted "Thanks" to the awesome engineers at Facebook who developed this API. With it, the crack development team at TapClicks have created a way for you and your clients to analyze Facebook marketing analytics and insights, combined with analysis from other data flows, to determine things like engaged users, post reach, and more.

The result -- an intuitive tool that makes you and your clients' success in online social marketing a lot easier to understand, track and report.

"Millions of people are using Facebook, but it's been hard to understand how well businesses are engaging with them," said Babak Hedayati, CEO of TapClicks. "The great thing about this new integration is that clients can see how people are interacting with their social presence on Facebook. We connect and display the Facebook social data in our unified marketing analytics platform in close to real time."

TapClicks recently unveiled its latest product, TapClicks Analytics 2.0. The company has also recently announced that it has completed another round of financing, signed new media clients, and 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 digital marketing fulfillment for its clients. Founded in 2009, TapClicks operates out of offices in Silicon Valley, Canada, India and Mexico.

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