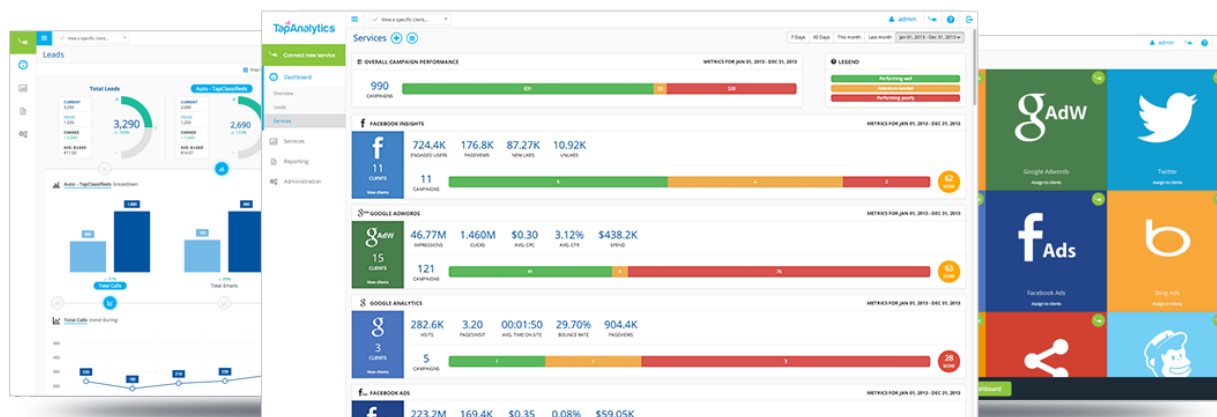


A complete digital agency analytics and reporting platform



The Digital Agency Challenge

“As much as 40% of our time is spent manually generating reports” – *Big Media Co*

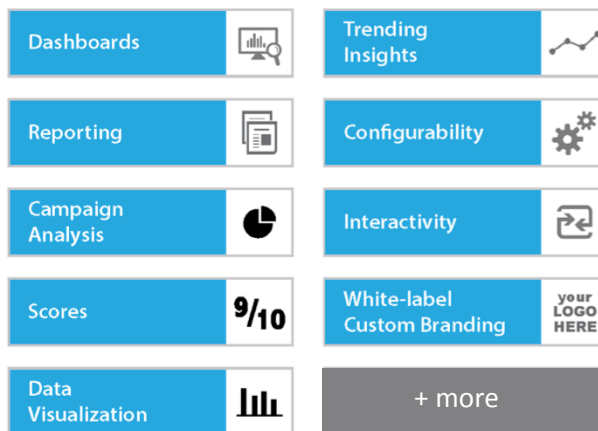
“Our high customer churn stems from the fact that in more than half of the cases we cannot prove ROI” – *Big Digital Agency*

How we solve it

SELECTED INTEGRATIONS



HIGH-LEVEL FEATURES



A few of our existing customers...

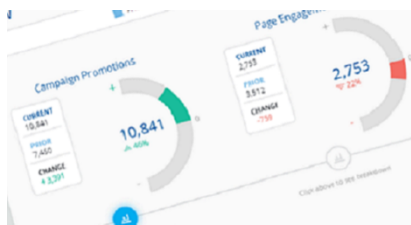
digitalfirst
MEDIA

AdTaxi

aspen
MARKETING SERVICES

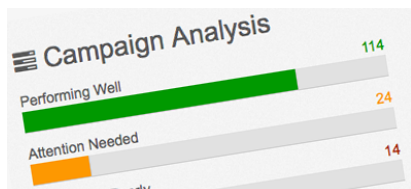
madden media
connecting people to places

News Corp



DASHBOARD

- No more logging into 4, 8, or 16 places to get a picture of campaign performance
- Save time with an all-in-one, cloud-based dashboard – integrating all data, for all campaigns, across all clients.



CAMPAIGN ANALYSIS

- Campaign analysis and alerts give you insight into how your campaigns are pacing.
- Understand instantly when something needs attention, when it's a good time to take action, or to share successes.

Facebook Insights - Campaigns

Page	Page Views	Engaged Users	New Fans	Like Fans	Total
Verbal Crockit	17,367	205,104	8,540	208	20,435

Google Adwords - Campaigns

We don't have any data for Google Adwords - Campaigns for the time period covered by this report.

Moz - Campaigns

Page	Subdomain	Page Authority	Domain Authority	External Backlinks	Total Links
Verbal Crockit	3.88	20.22	23.84	917	921

REPORTING

- Built-in, customizable reports that can be scheduled for executives, account managers, and clients in HTML, MS Word, Excel, and email.
- Saves you time from manually generating dozens of separate reports

EASY SET-UP

1

Try it Free for 30 Days!

Get Started in 30 seconds. No credit card required.

3

Setup dashboard

Get Started in 4 Easy Steps

- Sign up for free trial
- Connect a marketing tool
- Map a campaign to a client
- Generate your dashboard

Need Help?

gAdw Google Adwords Connect

g Google Analytics Connect

f Ads Facebook Ads Connect

f Facebook Insights Connect

b Bing Ads Connect

Constant Contact Connect

Foursquare Connect

MailChimp Connect

2

create your dashboard URL

Agency Domain: .tapclicks.com

4

OVERALL CAMPAIGN PERFORMANCE

284 CAMPAIGNS

Metrics for Last 30 Days

LEGEND

- Performing well
- Attention needed
- Performing poorly

BING ADS

1.731M IMPRESSIONS 54.40K CLICKS \$0.23 AVG CPC 3.14% AVG CTR \$12.46K SPEND

4 CLIENTS 50 CAMPAIGNS

CONSTANT CONTACT

145 SENT 40.69% OPEN RATE 0.000% CLICK RATE 20 BOUNCED

What our customers are saying...



"Digital First Media adopted the TapAnalytics 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



"TapAnalytics helped streamline and automate, and saves us enough in man-hours alone to achieve our ROI goal. We now have a tool that helps us attract new clients as well as better retain existing clients."

Greg Dowd, President, Aspen Marketing, an Epsilon Company