



TapClicks adds Seasoned Leadership as it grows its Digital Marketing Analytics Solutions into International Markets

Cupertino, CA – March 29, 2013 -- TapClicks, the digital presence company, today announced expansion of its leadership team in sales.

TapClicks announced the addition of Julie Delamarre, a long-time technology executive, as Vice-President of International Sales.

Ms. Delamarre brings with her over 18 years of sales and marketing experience across high-tech industries in the US, Europe and Asia. Prior to TapClicks, she served in various sales leadership roles with responsibility for managing strategic and global accounts for customers such as Logitech, Alcatel-Lucent, Pace, Sagemcom and Technicolor. Her most recent roles include positions at Cypress Semiconductor and Ismosys. In addition, Ms. Delamarre has founded and run several successful businesses, giving her unique insight into some of TapClicks' primary market segments. Ms. Delamarre holds the MS-EE degree from ESIGELEC in France, and has post-graduate education in marketing from Santa Clara University's *Leavey School of Business*.

"The TapClicks team has brought a unique, powerful platform to market," said Delamarre, adding, "TapClicks' value proposition is making a huge difference in digital marketing for their customers. My role will be to grow worldwide sales rapidly and make the TapClicks Analytics Platform a must-have for anyone with needs for marketing analytics and demonstrating clear ROI for digital campaigns."

Digital agents, enterprise marketers and small businesses use the cloud-based TapClicks marketing 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, SMS push marketing, social media, mobile campaigns, and post-click website analysis.

"We are thrilled to have an executive of Julie's caliber join the TapClicks team," said Babak Hedayati, CEO of TapClicks. "Her background in customer service and support, her knowledge of business from small to enterprise scale, and her international experience will be instrumental in moving us forward at a rapid pace."

The company recently unveiled its latest product, TapClicks Analytics 2.0. The company also just 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.

For more information, please visit <http://www.TapClicks.com> or contact Michael Mertz at 408-725-2942 or info@TapClicks.com.