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Unlock valuable business insights, understand your customers, and grow revenue.



TapClicks' 250+ instant data connectors and smart connectors help you effortlessly integrate all your data from any source into a single source of truth.

Having centralized data enables you to keep track of your online stores' web activity, sales, and marketing performance all in one place.

	AWARENESS	INTEREST	CONSIDERATION	PURCHASE	RETENTION	ADVOCACY
Buyer's Journey	Visits Online Store	View Products	Add to Cart	Checkout / Buy Now	Repeat Purchase	Give Referrals
Touchpoints	SEO, PPC, Social Media	Category Pages, Reviews, Blog	Product Pages, Shopping Cart	Shopping Cart, Payment gateway	Website, Email, Social Media	Social Media
KPIs	# of Website Visitors	Bounce Rate, CTR	CTR, Shopping Cart Abandonment Rate	Online Sales, Conversion Rate	Engagement Rate, Returning Visitors	Customer Sentiments
Connectors	  	  	 	  	 	  
	 	  	 	 	 	 
	 	 				

*TapClicks Smart Connectors: Access any data quickly from multiple file types and numerous upload vehicles.

Get a Truly Holistic View of Your eCommerce Analytics



Agile Omnichannel Campaign Optimization

Don't let technical hurdles slow down your optimization process. Automate your marketing spend and performance data into a single dashboard to analyze your omnichannel campaigns quickly and effectively.



Real-Time Insights Into Buyers' Journey

Gain clear visibility of which marketing efforts drive sales for your business. Understand where your buyers are coming from, what matters to them, and what makes them convert. Drill down in your data to discover key insights.



Identify eCommerce Trends

Transform and combine eCommerce metrics alongside multiple data sources into a customized KPI dashboard. Discover trending products and top marketing channels that drive sales.



Generate Web Traffic That Converts

Perform keyword research and rank tracking monitoring from a single platform. Find relevant keywords for products and product categories to generate high-quality traffic to your important pages.

ABOUT TAPCLICKS

TapClicks, Inc. is the leading provider of unified marketing operations, analytics and reporting solutions for media companies, digital marketing agencies, brands, franchises, and HIPAA covered entities. The TapClicks Marketing Operations Platform provides end-to-end business intelligence capabilities that include SEO, social and PPC reporting, automated order entry, set up and approval workflows, marketing performance analysis and the creation of interactive visual reports and presentations. TapClicks integrates more than 200 different data sources via its Connector Marketplace to provide marketers with the ability to analyze data from the full breadth of popular marketing and advertising tools used in the industry today.

LEARN MORE AT WWW.TAPCLICKS.COM OR CONTACT US AT SALES@TAPCLICKS.COM

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