



February '19

Release Notes



tapReports



tapAnalytics

- Report Studio (BETA)
- Various bug fixes and performance improvements



tapOrders



tapWorkflow

- Role Based Notifications
- Ability to push creatives to Google Ad Manager
- Ability to search by Task ID
- Ability to create Line Item jobs based off an order date

Data Sources

- New: Raven Tools Site Auditor
- API upgrades: Campaign Manager, Platform161, Kenshoo
- Numerous new field and data view enhancements for Google Ads, Facebook Ads, and more.



Report Studio (BETA)



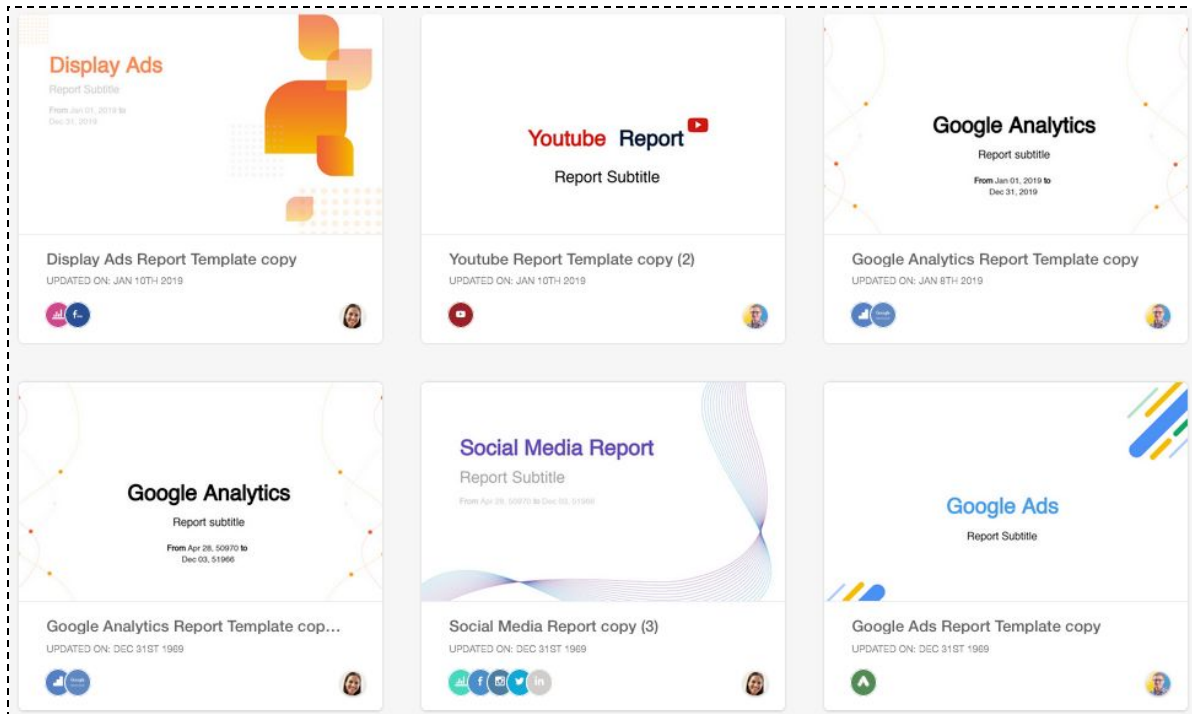
We're very excited to introduce you to the new Report Studio. Report Studio is Tapclicks' latest innovative reporting product, enabling you to create pixel-perfect reports for your clients in PDF or Powerpoint formats.

Report Studio helps you build insightful reports in record time using the data straight from your TapClicks Dashboard. With a single click, you can turn your data into a detailed, interactive report that turns into an opportunity for you and your clients.

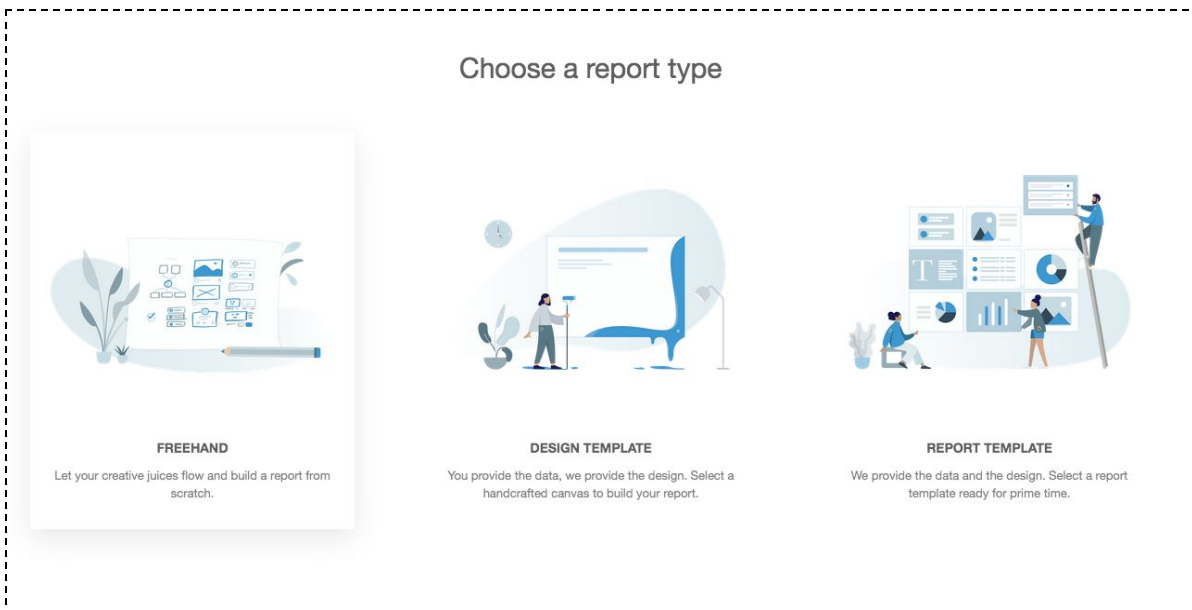
The Report Studio is currently in BETA and in the coming months we'll be improving the functionality, user experience and enabling new features that will take your reporting to the next level.

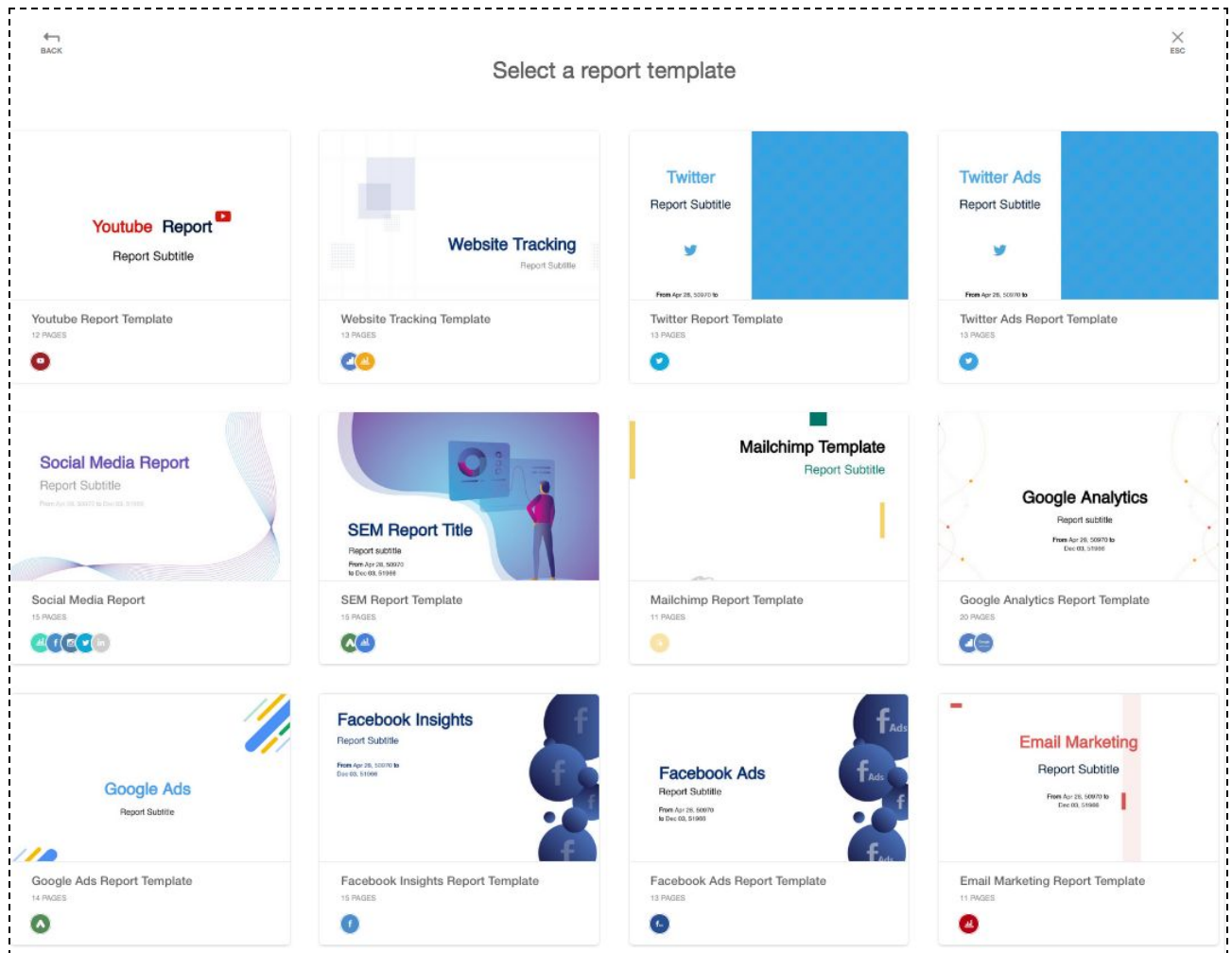
Some of the exciting functionality you can look forward to:

- Ability to schedule reports directly from the Report Studio
- Undo/Redo capability
- Ability to use filters directly inside of the Report Studio
- Expanded user permissions
- Expanded logo usage



You can choose from a gallery of rich reporting templates crafted by our digital marketing experts or build your very own custom report from scratch.





The Report Studio is easy to use and lets you quickly and easily create reports without needing to get a degree in Graphic Design. There are all kinds of stylization and customization options, along with page orientation, color palettes and even a keyboard shortcut for fellow geeks.

Turn on the grid for easy placement of objects, apply backgrounds and logos to every single page with a click of the mouse, move items to the foreground or background - the options are endless!



Facebook Insights Report Template

Engagement

Summary of the slide in 1 sentence

Engaged users per week

Engagement by Post

Engagement per Segment

Total Shares: 6,161 (12.23%)
Total Angry: 5,456 (10.83%)
Total Haha: 8,469 (16.81%)
Total Wow: 5,631 (11.18%)
Total Like: 9,601 (19.06%)
Total Sad: 5,027 (10.18%)
Total Love: 4,292 (8.52%)

Results 10

STYLES SETTINGS DATA

Page

Background

Report Color Palette

All Widget Styles

Header

Title

Data Source Icon

You can even edit widgets from the report itself. Set a custom date range, or even change the widget type, all within the report.

Previous Period

KPIs

1.75K Sessions
7.31K Pageviews
7.94 Pages / Session
4.25K Users
7.92K New Users
89.52% % New Sessions
29.15% Bounce Rate
10.35% Goal Conversion Rate

Sessions by Country

Top 5 Keywords

Keyword	Sessions	Unique Pageviews
Keyword 1	851	4,830
Keyword 2	1,865	7,705
Keyword 3	8,946	8,260
Keyword 4	1,286	7,549
Keyword 5	2,626	4,335

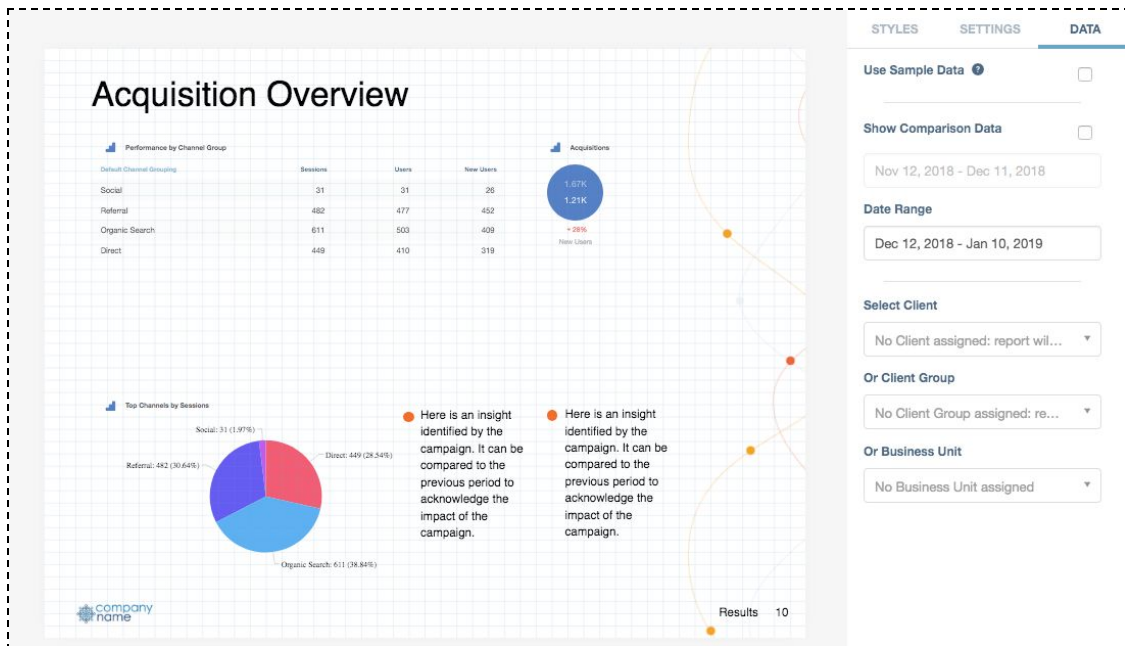
company name

Previous Period 3

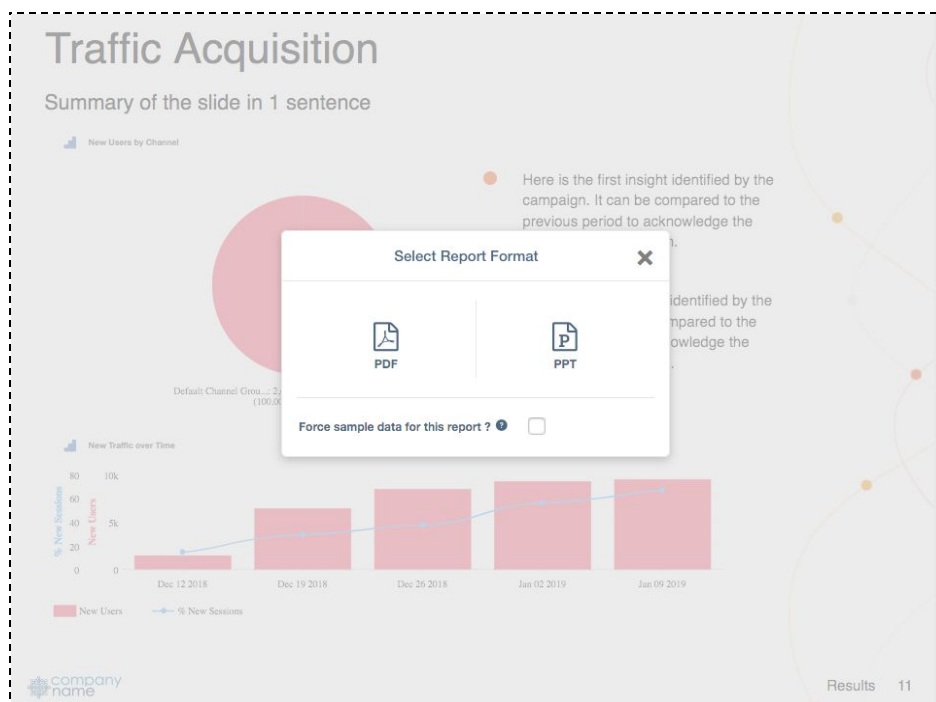
Edit Widget
Custom Date Range
Refresh data
Arrange
Fit to Page
Copy in Place
Copy on Previous Page
Copy on Next Page
Remove



After you have customized the look and feel of your report template, you can apply data options to apply filters like client, date range and etc. You can also use dynamic variables to insert company logos or recipient names.



Once you are happy with the results, you can export your report to a pixel perfect PDF or PowerPoint presentation to share with your clients or executive team.





Data Sources and Field Enhancements

- API upgrades: Campaign Manager, Platform161, Kenshoo
- Numerous new field and data view enhancements for Google Ads, Facebook Ads, and more. [See the full list here.](#)