



Marketing Data Package

Integrate All Your Marketing Data With Your Business Analytics Software

Marketers struggle with consolidating comprehensive, omni-channel marketing data with enterprise data. Aggregating marketing data across just a few channels can be complex, expensive, and laborious to maintain connections. Plus, adding and maintaining connectors at the pace of innovation can cost thousands and take months.









The Marketing Data Integration Package (MDP) connects your various marketing data sources with your business analytics applications quickly and easily without the hassle of having to maintain those API connections.

Rather than building connections to disparate marketing sources pull unlimited metrics and attributes from multiple marketing data sources over a single connection with zero technical configuration.

- Combine omnichannel marketing data with sales, product, finance and other business data to build performance management strategies
- Analyze campaign performance, email, ad spend, customer data, social media, PPC, and more from hundreds of providers like Google AdWords, Facebook Ads, MailChimp, AppNexus, Marketo, Chatter, and many more.
- Blend data from multiple sources and integrate it into business analytics applications

TapClicks MDP solutions integrates to hundreds of marketing data sources and growing, plus we manage and maintain the integration APIs ensuring your connection is there when you need it. This allows marketers to quickly blend their comprehensive marketing data, along with their enterprise data (e.g. Finance, CRM, Sales) to generate powerful business insights.

TapClicks is committed to building and maintaining the industries most diverse set of connections and providing the deepest marketing data. With tens of thousands of data variables from hundreds of marketing channel integrations such as:

 DISPLAY ADVERTISING	 CALLS/SMS	 EMAILS & CRM	 PROGRAMMATIC
 SEO	 SEM	 SOCIAL	 VIDEO

OVERVIEW

Connect hundreds of marketing data sources with your Enterprise Analytics tools, with zero API maintenance.

Gain new insights from the industry's deepest and most diverse marketing data connections.

Stay ahead of the competition with new marketing data connectors released monthly.

IS THE MDP RIGHT FOR YOU?

Is your IT team have to building access to individual marketing channels for analytics?

Do you analyze marketing data in the same analytics platform the business data is analyzed in?

Does IT get regular requests to combine data from CRM, Marketing Automation, Search and Social?

Does Marketing deploy advertising or digital campaigns on multiple platforms?

Does Marketing use separate agencies to manage campaigns?

Is Marketing manually generating reports on their own Analytics tools?

Can leaders blend marketing data with Finance, Sales, and CRM data?

TapClicks stands out as the leader in the space. TapClicks currently has thousands of Media companies, Advertising agencies, Enterprise, and Consumer Brand clients. Leverage the deep expertise and marketing knowledge from the industry's deepest data connectors with updated and new connectors releasing each month.

Use your Business Analytics applications of choice, or we can build the unique connections for your individual Analytics application needs. TapClicks MDP comes with pre-configured and maintained API connections out-of-the-box for the top Analytics, Cloud, and Data management solutions in the market.

- 🌈 Tableau
- 🌈 PowerBI
- 🌈 AWS S3
- 🌈 Snowflake
- 🌈 Qlik
- 🌈 SiSense
- 🌈 Azure
- 🌈 MicroStrategy
- 🌈 QuickSight
- 🌈 Google Big Query
- 🌈 Looker
- 🌈 RedShift
- 🌈 GDS

You will never have build or maintain another marketing data connector again. TapClicks maintains, supports and updates connectors as part of the MDP solution.

