

Marketing Data Analytics Solution



The Problem:

- Consolidating omni channel marketing data with enterprise data is often expensive and difficult.
- Adding and maintaining connectors can cost thousands and take months.

Value Proposition

- MicroStrategy customers use TapClicks to automatically pull over thousands of metrics and attributes from a constantly growing list of marketing focused services and hundreds of agencies around the world.
- Use MicroStrategy's enterprise analytics platform to quickly blend their marketing data along with their full enterprise data (e.g. Finance, CRM, Sales) to generate powerful business insights.
- Leverage the deep expertise and marketing knowledge from the industry's deepest data connectors with updated and new connectors releasing each month. Stay on top of the best marketing solutions in the market.
- Never build another marketing data connector again. TapClicks maintains, supports and updates connectors as part of their monthly data package subscription.



Instant-on Marketing ETL Solution

Extract, Transform, Load.

- Extract - automatically connects nightly to pull marketing data.
- Transform - associates cross channel campaigns.
- Load - cloud based specialized data warehouse that connects the data into MicroStrategy dossiers.

WHO CARES

IT Executives

Director of Business Analysis, Data Science

CMO, VP Sales/Marketing Brand/Product Marketers Digital Advertising/Campaign Managers

QUESTIONS TO ASK

Does the IT team have to build access to individual marketing channels to download data?

Does the analyst have access to the marketing data in the same platform as the business data? Does the BI team get regular requests to combine data from CRM, Marketing Automation, Search and Social?

Does the business do a lot of advertising or online marketing? Do they work with separate agencies running campaigns? Is their marketing team still manually pulling reports? Does the CMO have problems accessing the data to measure business outcomes?

Up the analysis by providing your marketing team with comprehensive and deep omni-channel marketing and advertising data.

200+ Data Sources
30,000+ KPIs and Metrics

DISPLAY Ads

- Facebook Ads
- DoubleClick
- OAuth
- AdRoll

SEARCH MARKETING

- Google AdWords
- Bing Ads
- DoubleClick Search
- Kenshoo

PROGRAMMATIC

- AppNexus
- The Trade Desk
- MediaMath
- Simpli.fi

SOCIAL

- Facebook
- Instagram
- Twitter
- LinkedIn

SEO/ANALYTICS

- Google Analytics
- Google Webmaster Tools
- Moz
- SEMrush Domains

VIDEO

- Youtube
- SnapChat
- Pandora
- ClipCentric

CALLS/SMS

- Twilio
- Marchex
- CallRail
- Telmetrics

MARKETING AUTOMATION

- Salesforce
- Marketo
- ExactTarget
- Silverpop



*Please see TapClicks Connector Marketplace for an updated list of available data sources - www.tapclicks.com/connector-marketplace/

Contact Chris Coda at
617-699-2990
chris.coda@tapclicks.com