



The leading provider of unified
marketing operations, analytics
and reporting solutions.

Welcome



Noah Jacobson

VP, Corporate Development
TapClicks



The Path To Data Transparency

Those without access to data always want more

AND

Those with access are hesitant to give it.

4 Ways to Overcome Transparency Phobia & Delight Your Clients

- 1. Recognize the sophistication level of your client**
- 2. Clearly identify campaign goals & related KPI's upfront.**
- 3. Demand access to critical KPI's**
- 4. Get creative and leverage the KPI you have access to**

Know your clients Data IQ

No matter the size of your client or their campaign spend you must identify early on their Data IQ. Too much and their eyes will spin and too little and they will question your competence and transparency.

Report Type

- Static Report
- Audience Report
- Performance Report
- Competitive Report
- Comparative Report
- Leads Report
- Historical Report
- Omni-channel Report

Data Visualization

- Big #
- Data Grid
- Bar Chart
- Line Chart
- Combo Chart
- Pie Chart
- Funnel Chart
- Gauge Chart
- Media Widget
- Text

Delivery Method

- PPT
- PDF
- Word
- Excel / Csv.
- Dashboard
- API / Data Feed

What a client wants to know and what you share always depends on the stated goals & objectives of the campaign:

Branding Campaign = **Audience**

Lead Gen = **Conversions (by type)**

Ecommerce = **Revenue**

Identify the KPIs that matter for each type of campaign upfront



Demand Access to Key KPI's...Otherwise End Up in KPI Blockhole

“Those are just vanity metrics, they don't mean anything”

Agency Metrics:

- Impressions
- Clicks
- View Thru
- Conversion (by channel)

Advertiser Metrics:

- MQLs
- SQLs
- MMR
- Conversion (cross-channel)
- CPL



Get Creative with the Data you have access too

Is Access to Key KPI's blocked b/c

- Security Limitations: GDPR + CCPA
- Internal Blocker
- Unsophisticated Client
- Small budget



The Halo Effect: Yext Effect On Website Traffic and Paid Search.

Organic

Website Traffic: Positive Impact detected for 81% of Advertisers

Organic Traffic			
	% increase in web visitor traffic	% decrease in web visitor traffic	Total
Number of Advertisers	154	37	191
% of Advertisers	81%	19%	100%

Positive Impact: % gain in average daily visitor traffic to the Advertiser website

Paid

Paid Search: Positive Impact for 73% of Advertisers

Paid Search		
	Number of Advertisers	Percent of Advertisers
Total	250	100%
Positive Impact	182	73%
Negative Impact	46	18%
No Impact	22	9%

Positive Impact : Disproportionate % gain in CTR compared to % gain in CPC for Paid Search



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Thank You!