

TapClicks Unveils Transformation Hub to Streamline Data Preparation

SAN JOSE, CA, UNITED STATES, May 15, 2025 /EINPresswire.com/ -- [TapClicks](#), the leading provider of Smart Marketing solutions, announced today the immediate availability of the new [Transformation Hub](#), a centralized workspace designed to accelerate and simplify data preparation. Built for marketers and analysts, the Transformation Hub brings together essential tools to standardize naming conventions, clean and segment data, and track budget pacing—all in one place.

“With the Transformation Hub, we’re eliminating friction that slows down and even gets in the way of insight,” said Chel Heler, Chief Growth Officer at TapClicks. “This launch empowers our users with pre-defined transformations, helping them to prep their data faster and focus on what really matters—making faster, smarter decisions.”

TapClicks has long had an [Advanced Calculations](#) module that enables users to create any number of needed transformations for their specific data needs. Now, the Transformation Hub offers predefined algorithms to perform specific functions that work with the existing TapClicks data transformation features. The first release of these



tapClicks
Smart Marketing



TRANSFORMATION HUB



Naming Conventions

Standardize data names for consistency



Metric Share Breakdown

Analyze performance by breaking down counts across dimensions



Data Cleaning

Eliminate inaccuracies in data sets



Data Segmentation

Segment audience by geographic, demographic, or behavioral criteria



Budget Pacing Tracker

Track against spend to meet pacing targets, timelines and budgets

transformations handle functions such as data cleansing, budget pacing, string operations, and more.

“This launch delivers what our customers consistently ask for – control over their data without labor-intensive scripts or spreadsheets,” said Angshuman Rudra, Director of Product Management at TapClicks. “The Transformation Hub now makes highly scalable and automated data transformation accessible to the teams who need it most.”

Whether it’s refining messy campaign data or monitoring performance against budget, the Transformation Hub is built to help teams move quickly from raw data to actionable insights—faster than ever.

TapClicks solutions with Transformation Hub are now available for immediate purchase.

About TapClicks:

The TapClicks Smart Marketing Cloud offers an AI-enabled operations and data management platform which includes over 10,000 MarTech / AdTech connections, automated warehousing, scalable reporting and data analytics. It is enhanced on the operations side by sales enablement and order, workflow and project management. Thousands of agencies, media companies, and brands leverage TapClicks to deliver the results for their customers and stakeholders. For more information, see www.tapclicks.com.

TapClicks Smart Marketing

TapClicks

+1 408-725-2942

PR@tapclicks.com

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