



TapClicks Introduces AI Breakthrough: Turning Data into Instant Insights

TapClicks AI Reporting suite eliminates manual reporting and automatically transforms data into actionable stories that drive smarter decisions

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[TapClicks](#), the leader in Smart Marketing solutions, today announced the launch of its new AI Reporting Suite, [SmartReports](#), an integrated solution that combines AI Agents, automatic PowerPoint generation, insights delivery and mobile apps to redefine how marketing teams create and share reports for their stakeholders.

At TapClicks, innovation has always been centered around empowering Data Management, Insights, Automation, and Storytelling. These four pillars define how TapClicks helps agencies, brands, and media companies move beyond static reporting to deliver meaningful intelligence. The company's AI-driven ecosystem transforms data into stories, automates repetitive processes, and equips marketers to communicate results that inspire action. By connecting these elements, TapClicks ensures marketing teams spend less time compiling data and more time driving performance.

For customers, the values are faster insight delivery, smarter automation, and better storytelling. TapClicks users gain the ability to translate data into strategies and outcomes that can be shared seamlessly across teams and clients. From unifying multi-channel data to turning it into presentations and insights automatically, TapClicks is redefining the reporting experience from start to finish.



At the center of this innovation is SmartReports, a comprehensive bundle within TapClicks' AI Reporting suite. SmartReports combines TapClicks' new, automated presentation builder [SmartSlides](#) with the recently announced intelligent email insights generator, SmartEmail, and with Report Studio's AI Agents and TapClicks' AI-enabled mobile apps. Together, these tools enable users to automatically generate presentation-ready materials, deliver concise AI-authored summaries, and access insights anytime, anywhere. The result is a streamlined workflow that accelerates analysis, enhances communication, and keeps stakeholders engaged on every device.

Underpinning the TapClicks AI Reporting Suite is the company's data management and integration leadership. With more than 12,500 SmartConnector integrations, TapClicks gives marketers unified access to their entire data landscape—eliminating silos and providing a foundation for deep analytics and advanced AI insights. This powerful combination of connectors, data warehousing, AI, and visualization tools ensures that TapClicks customers have the most complete view of marketing performance available anywhere.

"This launch represents a major step forward in how we help our customers transform marketing intelligence into impact," said Babak Hedayati, CEO of TapClicks. "By combining our deep data expertise with advanced AI and automation, we're giving marketers the ability to find insights faster, communicate results more clearly, and deliver more value to their clients. It's about turning data into a strategic advantage that drives growth."

TapClicks solutions with the new AI Reporting Suite are now available for immediate purchase.

About TapClicks

The TapClicks Smart Marketing Cloud offers an AI-enabled data management and marketing operations platform that includes over 12,500 MarTech / AdTech Connectors, 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 best results for their customers and stakeholders. For more information, visit www.tapclicks.com.

TapClicks Smart Marketing

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