

TapClicks Introduces Permalink: Users Can Now Share Live Dashboards Without Logins

New capability lets marketing organizations distribute secure, interactive reporting to clients and stakeholders without provisioning individual user accounts

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EINPresswire.com/ -- [TapClicks](#), the leader in Smart Marketing solutions, today announced the availability of Permalink, a new capability that lets customers share live, interactive TapClicks dashboards with external stakeholders, such as clients, executives, advertisers, and partners, without requiring those viewers to create or manage a TapClicks login.



For agencies, media companies, and other businesses that report to a large number of external stakeholders, sharing recurring performance data has traditionally meant choosing between two imperfect options: creating and maintaining a user account for every recipient, or distributing static PDF exports that go out-of-date as soon as they are generated. Neither option scales well for organizations managing reporting relationships with dozens or hundreds of clients, advertisers, or partners.

Permalink addresses that gap by giving administrators full control over what an external viewer can see and do. Creators select the dashboard and data scope, choose whether the viewer has View-Only or Interactive access, and can optionally lock the date range, limit visibility to specific sections, set an expiration date, and control whether the link can be embedded elsewhere. Once the link is generated, the recipient opens it directly, with no account, password, or login step required.

"Every agency we talk to has the same story: a client asks for a login just to see a couple of numbers," said Babak Hedayati, CEO of TapClicks. "Permalink gives them the real, live dashboard instead, very user-friendly and no login required."

Permalink is included at no additional cost within eligible TapClicks packages, with no per-viewer fee for anonymous recipients. It is available now to customers on qualifying packages.

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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