

Enliven Data Solutions Announces Strategic Partnership with TapClicks

Portsmouth-based experts in media and marketing data join forces with worldwide leader in business analytics



Enliven

Data Solutions

New Hampshire, Portsmouth, Apr 7, 2021 (IssueWire.com) - Enliven Data Solutions and TapClicks of San Jose, Calif., have reached an agreement that will enable EDS to offer TapClicks' clients professional services to enhance customer onboarding, data integration and data optimization on various TapClicks solutions.

The partnership also grants Enliven Data Solutions the rights to resell TapClicks technologies.

With 20-plus years experience in data management for the media and advertising sectors, EDS has acquired a deep understanding of the technology that drives data collection and analysis and has a proven track record of successfully integrating data from disparate sources.

That expertise can now be used to connect the TapClicks platform to the universe of data sources, including complex systems such as CRMs, billing and proprietary technologies.

Much of this is accomplished through Enliven's Edato data optimization and routing engine, which complements the TapClicks platform. Edato's bi-directional integration capabilities eliminate the manual re-entry of data across multiple systems.

"Enliven's background in media and advertising is invaluable, bringing experience and perspective that increases the value of the TapClicks suite of products to our clients," said TapClicks Sr. Vice President, Noah Jacobson. "As businesses increase their dependence on data, the need for skilled resources to adapt to ever-changing technologies, data sources, metrics and market demands increases."

The Enliven team is committed to an ongoing relationship with TapClicks clients, with a promise to help them maintain data integration, constantly improve their dashboards and find new ways to leverage the TapClicks platform. TapClicks technology is far more powerful than a dashboard and reporting platform alone, according to Jon Dickinson, president of Enliven Digital Solutions.

"It presents opportunities to automate manual processes, streamline workflows and help the sales team sell omni-channel more effectively," he said. "We are able to free up resources, accelerate fulfillment and increase profitability."

About Enliven Data Solutions

Enliven Data Solutions is a professional service and technology company that helps omni-channel media and agencies leverage data to become more agile, increase effectiveness and improve profitability.

About TapClicks

TapClicks, Inc. is the leading provider of unified marketing operations, analytics and reporting solutions for media companies, digital marketing agencies, brands, franchises and HIPAA covered entities.

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