

Advertising Accountability, in Reach

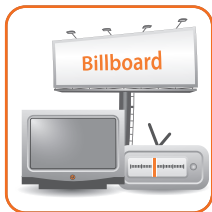
You are advertising to local consumers through a mix of traditional (print, radio, TV, etc.) and online media. But how do you know which ads are getting you the most business?



TotalTrack®

With **TotalTrack®**, a comprehensive and cost-effective advertising tracking solution, you can monitor all your advertising efforts to see exactly where your leads are coming from. TotalTrack measures all phone calls, emails, and web visits from your ads so you can determine your ROI and make better decisions about where to invest your marketing budget.

What We Do



Track all Types of Ads

We place a trackable phone number, URL, or both, in your all of your advertisements, including billboards, print ads, radio, TV and more. When consumers call you or visit your website, you can see exactly which ads are driving them to your business.



Calculate True ROI

We help you calculate true ROI by providing online reports (available 24x7) that show the number of phone calls, emails, and web events you receive from each ad. This enables you to steer your marketing dollars towards the ads that get you the most business.



Listen to Your Calls

We can digitally record every call* (along with caller ID, number and location) made into your trackable number. We store the recordings for 90 days so you can listen to and rate your calls in order to identify opportunities for improvement.

Your reach, multiplied

Ideal if you want to:

- ◇ Know which of your ads are bringing you the most business
- ◇ Learn the cost per lead for each advertising method you use
- ◇ Decide whether to allocate more of your budget to online advertising

With TotalTrack, you get:

- ◇ The ability to cost-effectively track your advertising and measure your ROI
- ◇ Robust reporting that shows conversion details for each type of advertising you track
- ◇ Face-to-face service from a local IMC backed by a dedicated team of digital marketing experts



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