



KNOW YOUR ROI WITH REACHEDGE™ REPORTS



With all the money you're investing to market your business, how do you know what tactics are working? Do you know which marketing sources are driving you the most leads for your investment, like search engine advertising, SEO, and social media?

Now you can know exactly which of your paid and organic sources deliver the best leads – and customers – thanks to the ROI reports in ReachEdge. This lead conversion software captures the marketing source of every new lead from your website, helps you convert them into customers, and shows all your results in easy-to-read reports via the web or mobile that provide details about which marketing sources consumers are responding to the most. With ReachEdge, you'll finally know what works.

Contact Us to Get Started Today
866-978-9312 | reachlocal.com/reach-edge

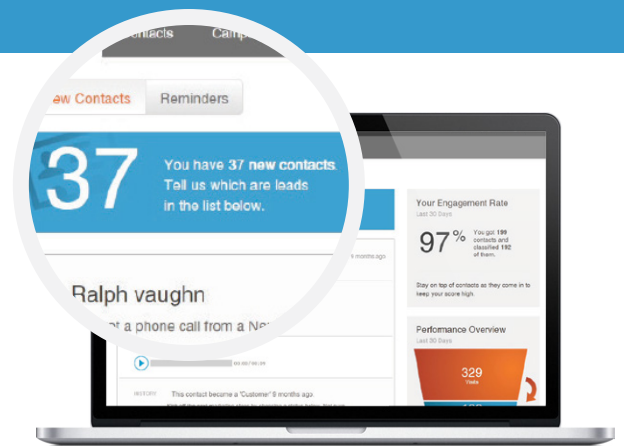
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REACHLOCAL®

Discover how **ReachEdge** shows you how well your marketing is working.

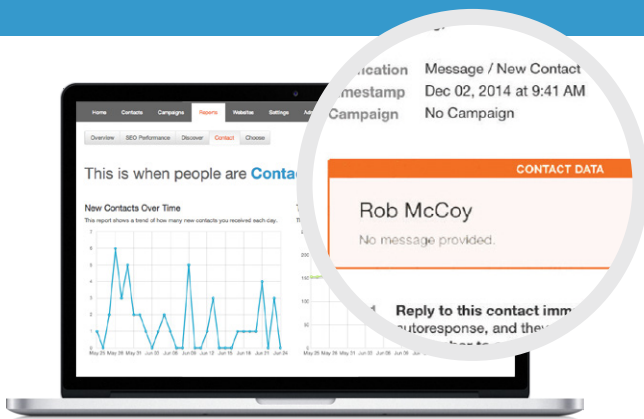
TRACKS CUSTOMER CONVERSIONS

One of the key benefits of ReachEdge is having the ability to classify prospects as leads and leads as customers. Doing this allows the system to track not just how many contacts you've gotten from your website, but also the rate at which you are converting them into leads and customers. And, what's even more useful is that the system seamlessly ties each lead and customer you classify back to the marketing source, such as paid ads, SEO, and social media, that originally brought them to your business! This means you can see which marketing sources are the most effective at getting you actual customers.



PROVIDES LEAD INSIGHTS

With ReachEdge's powerful reports, you can see detailed information about your prospects, like their name, location, and the exact days and times they call your business. This information at your fingertips enables you to prepare your staff for peak call times and to use software like live chat or a voicemail service to cover after-hour calls. And, each call is recorded so you can assess how well your staff is handling calls and get insight into consumer interests.



REPORTS TRUE ROI

Your ROI reports, available via the web or mobile app, provide you with an overview of how people are discovering you, including how many website visits, calls, emails, and forms you get from each marketing source, like search, SEO, etc. Plus, once you set up a lifetime customer revenue number in the system, you can estimate the potential revenue you can expect from new customers over time. With this ability to see the results of all your marketing efforts, you can make better decisions about where your budget is going and improve ROI.



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