



Your agency gives
clients a mean
bark... why not
throw in a nice
bite too?

Clients come to you for your brilliant creative; they stay with you for the results. So it makes sense to give them a window to monitor and measure the success of the latest, greatest integrated marketing campaign you've cooked up for them -- right on the Web. Each and every spark ignited by the marketing touchpoints -- whether direct mail, reply cards, e-marketing, trade shows -- are all channeled into a single online database.

Your clients can check out response rates 24/7. Whether they're in the office, at home or in Timbuktu, they can log on and see which medium is generating more business -- direct mail or e-mail? Giving your clients access to the pulse of the campaign means not just happy customers, but loyal ones.

With Contact Tracking, you can go way beyond creating campaigns for your clients and start providing a total **closed loop solution**. After all, marketing is about building brands and creating awareness. But it is also about revenue. **Sales**. By directing all of the leads generated by the campaign into a central database, you can feed the sales engine and help ensure that the leads generated by the campaign are being followed up, not lost in a black hole. Watch online as sales are tracked and closed. As your client sees the positive **return on investment** from this campaign, they'll want to start talking to you about the next big project.

You can build the tools for measuring results right into your day-to-day operations. With the tools for analysis at your fingertips, you and your client can refine marketing messages, target offers to the right audience at the right time and make each campaign more successful than the last.

Because Contact Tracking offers full **private labeling** of the web application, when you give your clients the keys to the castle, you can even build your own brand at the same time. Your clients log into the system through your website and within the application, your logo is front and center.

What's the bottom line?

Especially in today's economy, every client wants to squeeze the most revenue possible out of every marketing dollar

spent. And by showing your clients how you can connect the dots between marketing and sales, you can show your clients how your agency can help generate revenues, not just invoices. And you'll be glad to know that unlike a lot of techno-tools out there today, it doesn't take rocket science, a million-dollar budget or a year-long wait to get up and running with Contact Tracking. Just a web browser. And the desire to give your clients even more than they asked for.

For more information log onto our website at www.contacttracking.com and find out how Contact Tracking can take your agency to the next level.