

Additional Services

More than Just an Online Application

Looking for that unique twist that will transform your next campaign into your most successful project yet? In addition to our flagship online sales and marketing database, Contact Tracking offers a host of complementary add-on solutions and custom services that can be tailored to meet the unique requirements of your company.

Micro Websites

Our team can design, develop and host one or more micro websites to support your campaign and captivate your prospects. Whether you are targeting customers through traditional direct mail, email or other channels, you can provide a call to action to direct them to a campaign-specific micro website to capture valuable prospect data. And have you ever wondered how effective your printed direct mail piece is versus your permission marketing email? Direct prospects from each channel to a different URL and you'll have instant access to closed loop reporting and highly specific ROI measurement on your campaign spending.

Event Registration

Need to manage a major conference or a seminar series? With Contact Tracking, you can seize the opportunity to not only manage the leads for the immediate event(s), but also begin building a knowledge base of prospect information that you can leverage for future campaigns. First, direct participants to register through your event micro website where you can provide visitors with details on the event and then capture important marketing data when they register. This information is then funneled directly into your online database and can be automatically tagged for follow-up by the appropriate team member according to the rules you set. Contact Tracking Partners can even provide assistance with event management details such as telemarketing with pre-event reminders, producing name badges and sending follow-up mailers.

Incentive Management

Contact Tracking's Sales Incentive Tracker is a web-based tool for calculation and redemption of incentive awards linked to sales won in each of your incentive programs. Used in concert with your own Contact Tracking online sales and marketing database, you can track and manage awards in real time as your sales reps log into the online system to report on their sales activities. A micro website dedicated to the incentive program can provide reps with program updates and scoreboards, details on award levels, product sheets and much more. Contact Tracking Partners can even manage fulfillment of awards on your behalf, allowing you to realize significant cost savings by automating your whole incentive program through a single streamlined system.

Custom Forms and Survey Scripts

Contact Tracking can assist in the development of specialized web forms and survey scripts for your campaigns. Whatever your needs, Contact Tracking can work with you to ensure that you have all the right tools to gather the most – and best – data possible about your prospects and current customers. To begin, we can design a simple web form to gather leads from your corporate website. On the more complex side of things, we can develop a complex telemarketing script that can be used by your third party telemarketing firm or your own staff. With all of your survey scripts indexed within the Contact Tracking application, you will also have the capability to perform complex data mining of your prospect database by querying against responses gathered during outbound or inbound telemarketing interviews.

Data Services

Wish you could have access to all your data in one online database – with no hassle? Contact Tracking can help make it happen. We can perform batch loads of data feeds from third parties, such as your telemarketing vendors, thus rendering obsolete all of those time-consuming faxes and emails with updates on your telemarketing campaigns. Contact Tracking also provides data scrubbing and custom development of specialized import routines to facilitate the consolidation of your data marts.

And Much More

Through the Contact Tracking Partner Program, we have developed close relationships with a host of best of breed companies that can offer value-added services to round out your campaign. From lead generation to promotional merchandise to direct mail design and fulfillment, we can help simplify your life by coordinating the multitude of elements in your campaign from start to finish.