

The 1 Tool to Measure All Your Advertising Channels



"Not a very good ROI"

-Customer's Reaction to Direct Mail Results

One Home Improvement customer employed the TotalTrack system to test the effectiveness of a direct mail ad campaign.

After sending out 200,000 pieces for 6 months, he only received 32 calls, 20 of which were from a yellow pages sales person. The reporting enabled him to cut wasted spending, especially crucial in an industry hurt by the recent economic downturn.

Besides being able to gain control of an investment with a specific advertising medium, the ability to listen to calls enabled him to better train his employees, increase sales conversions, improve lead management and follow up on sales opportunities and improve customer services.

- 1 Total Track System
- 49 pounds a month
- 12 months

= 1 Big Cost Savings

TotalTrack™: Demand Proof that Your Advertising Works

How do you know if the money you spend delivers customers? ReachLocal's TotalTrack system gives you the power to track all of your advertising via tracking phone numbers and/or web url. We provide the setup, number/url and reporting. You publish and watch the results roll in.

WSI Local AdWorks will spoil you

Once you've experienced the power of our tracking technology by seeing the number of leads and hearing the actual phone calls resulting from your Search Engine advertising, you'll hold all advertising reps accountable for results. And why not?

£49 a month per campaign is a bargain

This isn't a big money maker for us. But we hate to see you waste money on non-effective advertising. Quit guessing. Be smart. Spend £49 a month now to potentially save hundreds or thousands on low performing media. Then pump those additional pounds into proven customer-generating vehicles.

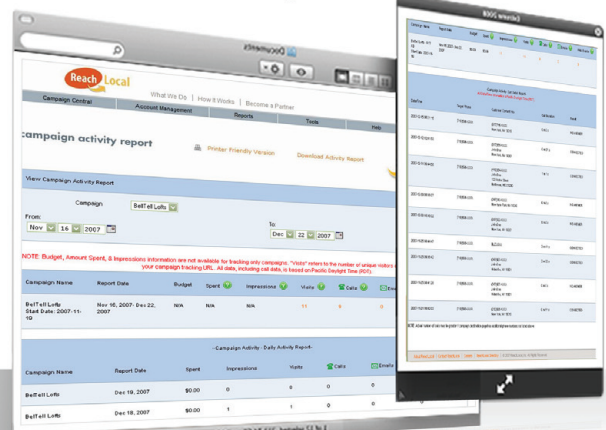


Yellow Pages
Direct Mail
Newspaper AD
Radio
TV
Billboard



ADVERTISING MEDIA
You choose the advertising media to measure

TOTALTRACK
TOTALTRACK tabulates all phone calls and/or web hits generated, pages viewed and includes all recording



REPORTING
Access up-to-the-minute reports generated by your advertising

Call your WSI Consultant Today:

TotalTrack.Total Advertising Accountability at Your Fingertips

£49 per month will get you started on a phone or web campaign
£99 per month for both

Start tracking the effectiveness of all your advertising methods.

Specifics:

- £49 a month per TotalTrack system for phone or web only
- £99 a month per TotalTrack for combined tracking
- Must pay with Credit Card only

Phone Tracking includes:

- 60 minutes a month total for each phone campaign
- A 2nd bonus phone number if you have a toll-free or alternate service number on the same ad. Be aware, this pulls from the same 60 minute pool.
- .16p per minute over 60 minutes. Sadly, most clients fall well under the limit.
- Enhanced call tracking with call recording and origin tracking

Web Tracking includes:

- 1000 visits a month for each web campaign
- .01p per visit over 1000 visits. Sadly, most clients fall well under the limit.

What can you track?

Direct Mail Pieces, Magazine ads, Newspaper Display or classified ads, Radio, TV, Billboards, Yellow Page Ads, Banner Ads, Directory links, Vehicle graphics, Bus/Train signage, email blasts and any other media that you pay for but aren't sure of your return on investment.

Watchouts:

- The reporting will not be able to list how many impressions any of the ads get, only the number of calls placed, and entry visits plus actions taken on a web site.
- Some forms of advertising require advanced notice and/or charge for changes to copy (ie: phone number or URL).
- Tracking will not work until the CTO number or tracking URL is displayed to the public.
- WSI Local AdWorks can only optimise budget based campaigns running through WSI Local AdWorks
- Do not use the URL for other search campaigns or neither may work
- There is no refund for partial months
- Each advertising medium is a separate campaign. If you want the numbers tracked separately (which is truly the only way to measure effectiveness), a monthly fee is charged for each.