

**Do you
REALLY
know which
advertising works ?**

RESPONSE TRACKER

Can tell you *PRECISELY* which
adverts work
..... or don't !

RESPONSE TRACKER

The Problem –

Do you *REALLY* know which advertising works ?

All businesses and organisations need to advertise normally across a wide spread variety of newspapers, mail shots and directories etc. With new publications being continually introduced, the problem is now even greater. How do you accurately assess which adverts cost effectively generate the enquiries you need ? Most ways of doing this can be inaccurate, difficult, time consuming and expensive.

Often questions are asked such as:

- How do you know if an advert works ?
- What is the cost per enquiry from an advert ?
- Do you ask your customers where they got your number from ?
- Have your customers said that they got your number from the local paper when you haven't advertised in it ?

The Solution - *RESPONSE TRACKER*

Our enquiry monitoring service lets you know which adverts are working most effectively for you.

How does *RESPONSE TRACKER* work ?

RESPONSE TRACKER provides you with a **unique number for each of your adverts or items of promotional material**. This can be a 08 number or we can even provide 01 or 02 numbers for most UK cities and towns.

This gives you the choice of using a 08 number to hide your geographic location and perhaps let customers call you free on a 0800 freephone number or use the 01 or 02 number of the area that you are targeting with your advert. Calls made on any of these numbers are routed directly to your existing phone lines and answered by your staff.

1. *RESPONSE TRACKER* gives you access to an on-line control panel which gives you **valuable feedback** on the usage of the new numbers. (A sample is on the last page.
2. You can easily track and measure their performance because each of your adverts uses a unique *RESPONSE TRACKER* number.
3. The call data you can down load is **100% accurate** and accessed live on-line.
4. **Costs** - You pay a one off account set up fee of £25.00. There is a one off connection fee of £2.00 per number for 08 numbers and £5.00 for 01 or 02 numbers. There is then a monthly account fee depending on how many numbers you have. This starts at only £6.95 per month for up to 5 unique numbers – but is invoiced quarterly to avoid small invoice values. Generous discounts are available if the invoice is on an annual basis. See the table for full details.
5. **Call charges** - These vary depending on the type of number. See the table for details.

RESPONSE TRACKER also gives you :

1. Precise Monitoring - Simply use a unique number for each advertisement or promotional activity. No more logging data, chasing paper trails and time consuming complicated analysis to track response rates. **RESPONSE TRACKER** records every single response and you can view this information on-line any time you need it. (See a sample of the report on the last page).

2. Effective information – Our detailed reports let you see which geographic areas your phone enquiries come from. You will also see the dates and times of your incoming calls. This allows you to gauge when you need to have the most staff available to handle incoming calls. If you are having too many calls at the same time, should you be considering another incoming line or more staff allocated to answer phones at peak times. We provide you with statistics to let you make an informed judgement.

3. Control of your advertising budget - With accurate and easy to evaluate data you will be able to maximise the value of your marketing spend to:

- test different offers/incentives
- concentrate on responsive areas
- discard poor performing titles
- trial new activity with confidence
- target activity to generate premium business

Special Additional Feature

With our numbers, we can include a '**Call Announcer**' service. The caller only hears one extra ring, but as you answer the phone, you hear a brief message about which unique number that has been used to call you.

Example 1

You have placed 2 adverts for different offers in different newspapers. As you answer the call, you hear which publication has been used to find your number. Instantly you know which offer the enquiry is about.

Example 2

You advertise your business in 2 different areas of Yell or BT directories etc. By using a unique number in each advert, you would hear which area the call has come from before you speak to the caller. That way you know if you are speaking to someone locally or from further away - without having to ask them. In most instances, you could use the local 01 or 02 code for the different area, giving your business a local feel in that directory.

These additional features are available for a small monthly fee – but are invaluable to the professional running of your business

FREQUENTLY ASKED QUESTIONS

What if people call me on my current number ?

Your customers can continue to call using your current number without any problem.

Do I need to install a new phone line ?

No, the call is directed to your existing phone line. No need for additional lines or extra software

How quickly can I start to use my *RESPONSE TRACKER* numbers ?

Your numbers will be ready to use within 24 hours. (01 and 02 numbers may take up to 7 days to activate) You can start using them in your adverts immediately – one in each of the local papers, one in a mail shot next week, or different ones in each of your directory adverts – Yellow Pages, BT (different numbers for different classifications to find exactly which one works best)

How will *RESPONSE TRACKER* enable me to establish if my adverts are working ?

Our data will show precisely how many people respond to each advert by using the unique number in the advert. From this you can work out the most cost effective.

How do I get the best from my *RESPONSE TRACKER*?

Use a unique *RESPONSE TRACKER* number for each marketing activity. This ensures that you receive a 100% accurate measure of each adverts' usage. The feedback provides marketing data not normally available on standard telephone lines.

How is my report provided ?

You are given access to an on-line control panel with a secure username and password. This means you can access the data any time. Download the information when the advertising sales person is coming to see you. You will know exactly how many phone calls have been generated by the advert in their publication.

What if I move office ?

Your 08 (or 01 and 02) number can easily be re-directed to your new location. This avoids having to let your customers know new phone numbers and takes away the hassle of changing numbers in adverts etc. This is very important if you have a number placed in a directory with a long shelf life. Even if a customer is using an old directory, they will come through to your main phone by using the 08 number published in your advert.

ADDITIONAL BENEFITS

The numbers provided have available additional features which can bring benefits to your business. There is a small monthly fee for these services.

Voicemail – automatically forward unanswered calls to voicemail. The message is then forwarded to a pre-agreed email address as a file that you can play back on your computer

Call Announcer – as you answer the call, a message lets you know if it is a business call. Ideal for use when running a business from home.

Call queue – use our telecom network to queue calls for you at busy times.

Divert on busy – if the call is not answered on your main phone, we can forward the call to a number of your choice.

These are a few of the examples – let us know what you would like the number to do for you and we will try to do it

Set Up & Ongoing Costs

08 NUMBERS			
One off account set up fee - £25.00 plus £5.00 per number			
Ongoing fees per account	Monthly Fee (for information only)	Paid Quarterly (Minimum invoice period)	Paid Annually (Best Value)
up to 5 numbers*	£11.95	£35.85*	£120.00*
6 to 10 numbers*	£14.95	£44.85*	£150.00*
11 to 20 numbers*	£19.95	£59.85*	£200.00*
more than 20 numbers*	please ask for a quote		
The monthly fee is quoted for illustration purposes and for practicality reasons invoices for fees will not be issued monthly. Quarterly invoicing is the minimum period available.			


01 or 02 NUMBERS			
One off account set up fee - £25.00 plus £10.00 per number			
Ongoing fees per account	Monthly Fee (for information only)	Paid Quarterly (Minimum invoice period)	Paid Annually (Best Value)
up to 5 numbers*	£16.95	£50.85*	£170.00*
6 to 10 numbers*	£24.95	£74.85*	£250.00*
11 to 20 numbers*	£39.95	£119.85*	£400.00*
more than 20 numbers*	please ask for a quote		
The monthly fee is quoted for illustration purposes and for practicality reasons invoices for fees will not be issued monthly. Quarterly invoicing is the minimum period available.			


Call Charges

Type of number	Caller pays	You pay	You receive
0845 local rate number	local rate	NIL	NIL
0844 fixed rate number	5p per min	NIL	1p per min
0800 freephone number	FREE	2.8p per min	NIL
01 or 02 geographic number	local call	3p per min	NIL

Call Reports

Report Period

Start Date 

End Date 

Total calls & minutes by number



Total calls & minutes by date



Total by Number and date



Download list of all calls



Number	Calls	Duration	Average	Notes
08000154623	1	0.05	0.05	advert 5
08000154624	3	4.43	1.47	advert 1
08000560348	3	0.45	0.15	advert 2
08000920725	2	1.10	0.55	advert 3
08453076175	4	2.15	0.53	advert 4
Totals	13	8.18	0.63	

Above is a sample of a call report from the on-line control panel. The information can be shown by date, number etc covering a time period you specify.

A detailed breakdown showing more information including the number used to call, time and duration of call etc is available to download as a spreadsheet

To find out more about **RESPONSE TRACKER** and to **find out which advertising REALLY works** call **FREE** now on

0800 046 14 24

Or email : jim@08NumberMan.co.uk