

# **AMPLIFIED** | Analytics Overview

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# Track Your Marketing Results

***Guessing is not the same as knowing.***

***Know where your marketing dollars are driving a return on investment.***

*Gain insight into the performance of your advertising campaign, digital, social, mobile, print!*

*The Amplified Analytics Dashboard tracks and reports all consumer engagement with real-time results. Our market-tested reporting tool reveals all campaign metrics so you can see precisely how your media spend is performing.*

***The result is actionable business intelligence :***

- Are you reaching the right people with your marketing?
- Are they engaging with your ads the way you want them to?
- Are they taking the types of actions needed to grow your business?



# How We Capture the Data



Original Site

Phone Numbers are Replaced with Tracking Numbers (Local or 800)

All Activities Captured as Consumer Moves Through Site



No Code Changes Required on your Website

See Results in the Amplified Analytics Dashboard and in Google Analytics



Mirror Site



# How It Works

Only traffic and activities associated with your advertising campaign are captured! Giving you the ability to measure the performance of your paid marketing program.



Online Display Banner Ad

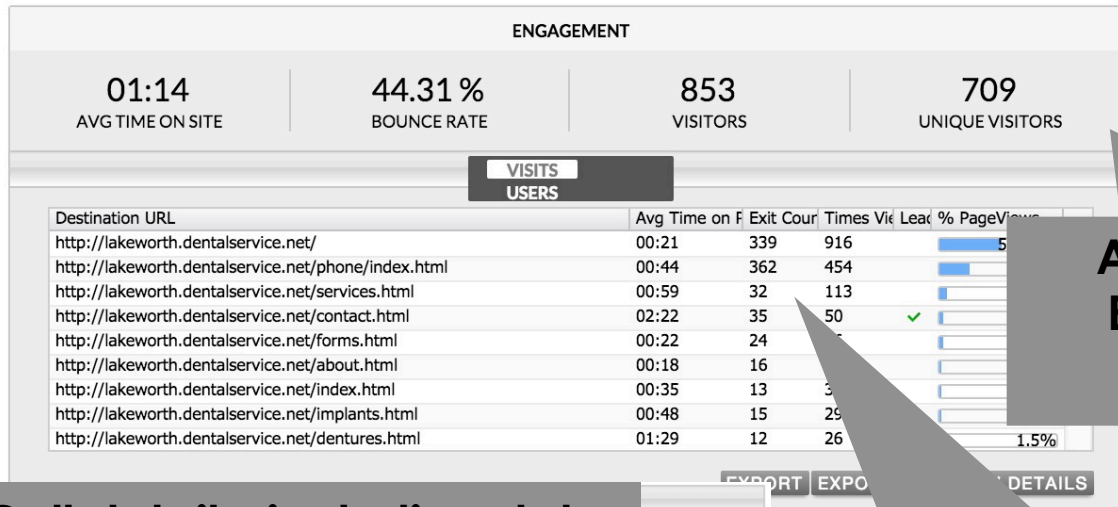
Mirror Site

**Monitor your campaign Results at ANY TIME in your Performance Dashboard!**



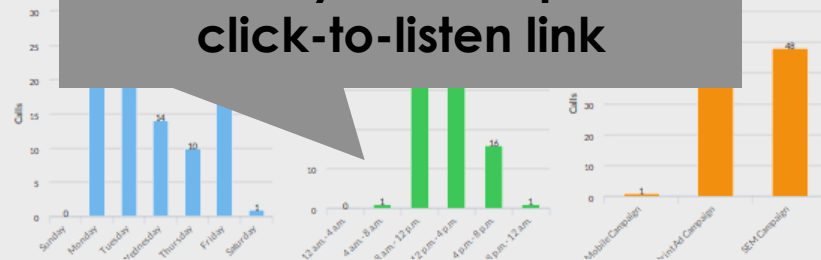


# All Types of Consumer Engagement Captured



**Average Time on Site, Bounce rate, Visitors, Unique Visitors**

**Call details, including date, time, city, state, zip and click-to-listen link**



**Most viewed pages on website, exit page, leads identified by advertiser**

**Email correspondence between consumer and business**

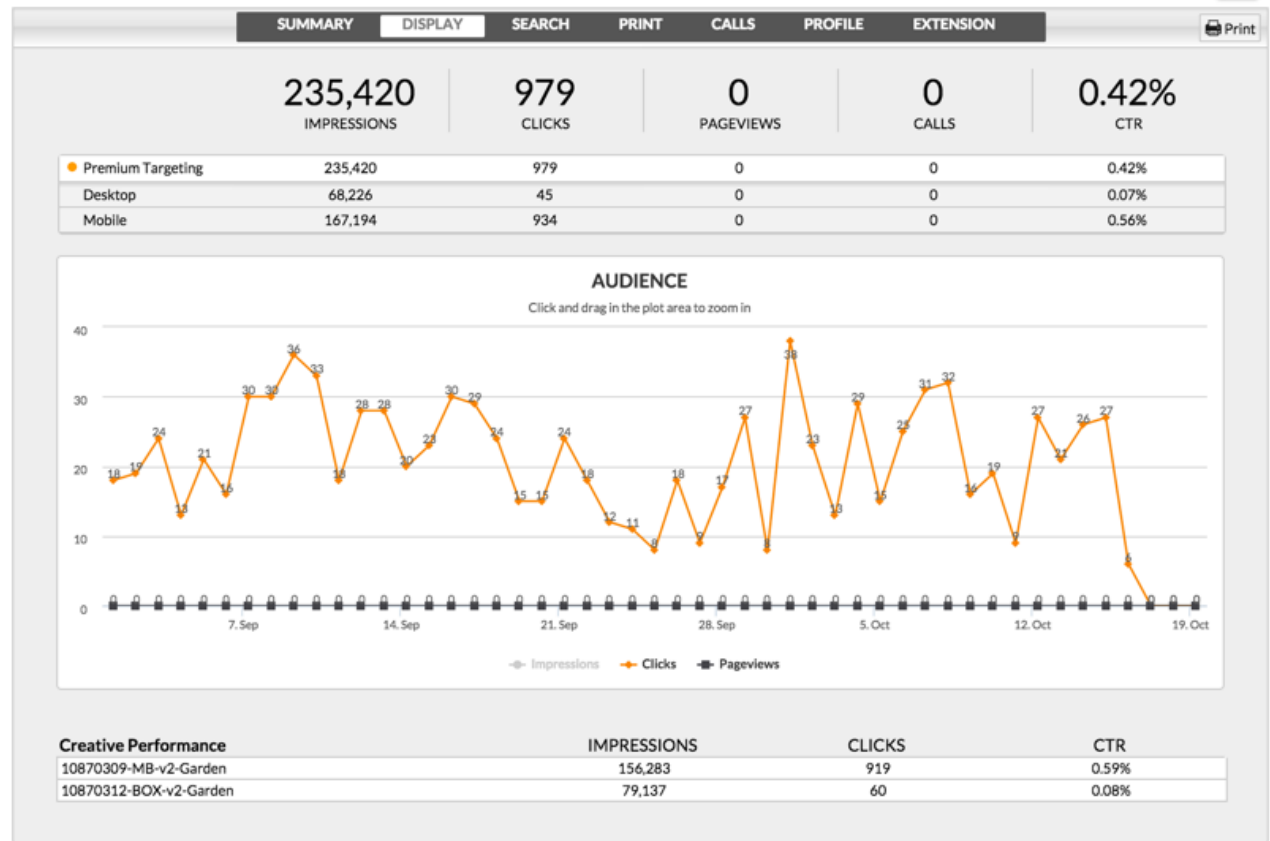
**Email Content**

Do you make the dental flippers for adults like they use in pageants? Im getting married in may and dont have time to make all the dental appts needed to fix my smile..

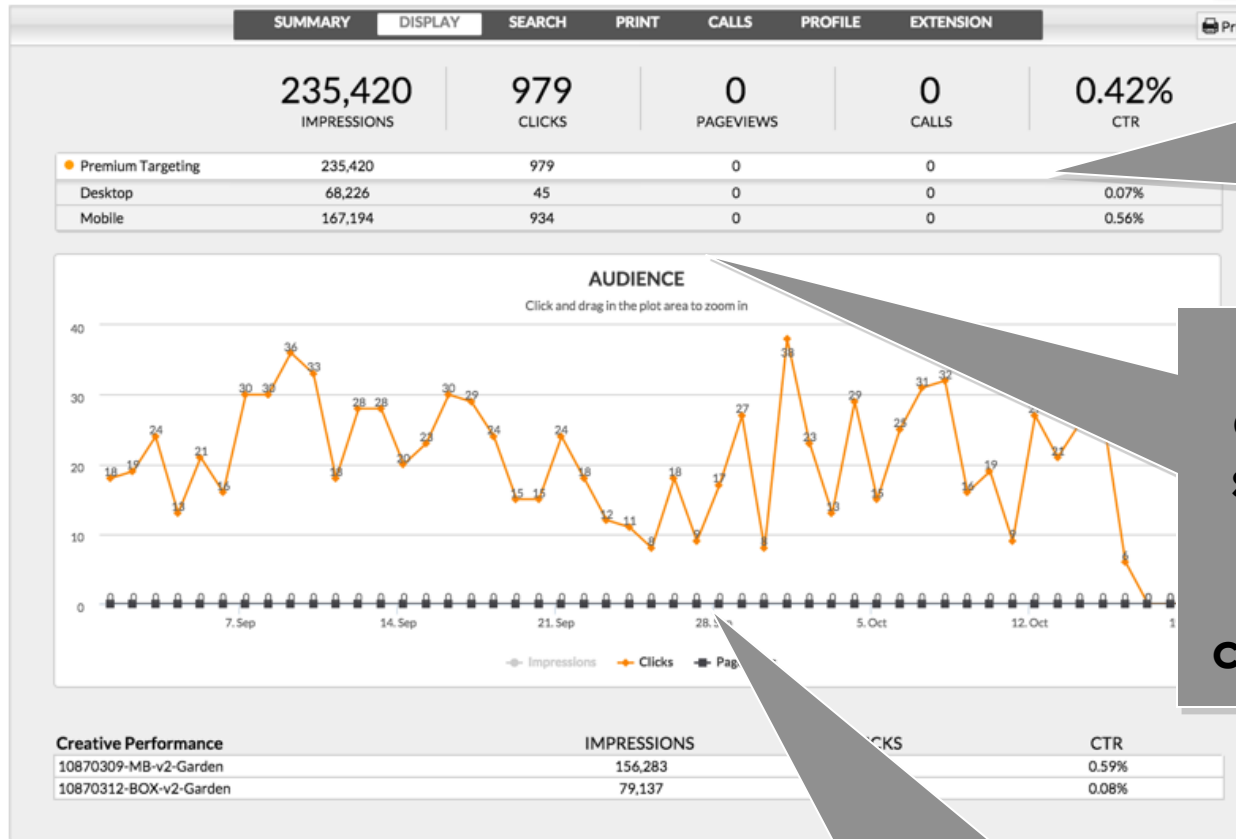
Hi  
I have a crown molar which needs to have a root canal completed and an implant or bridge to replace. I'm not particularly comfortable with the dentist I'm seeing but I have an appt Tuesday for a new exam to determine what needs to be done. Unfortunately my main concetrn, aside from the pain, is cost. I have poor credit but they have approved me for a small amount of financing but I don't think it will cover half their prices

# Full Transparency – Display

We provide full transparency to our advertiser's display advertising results.



# Performance Summary - Display

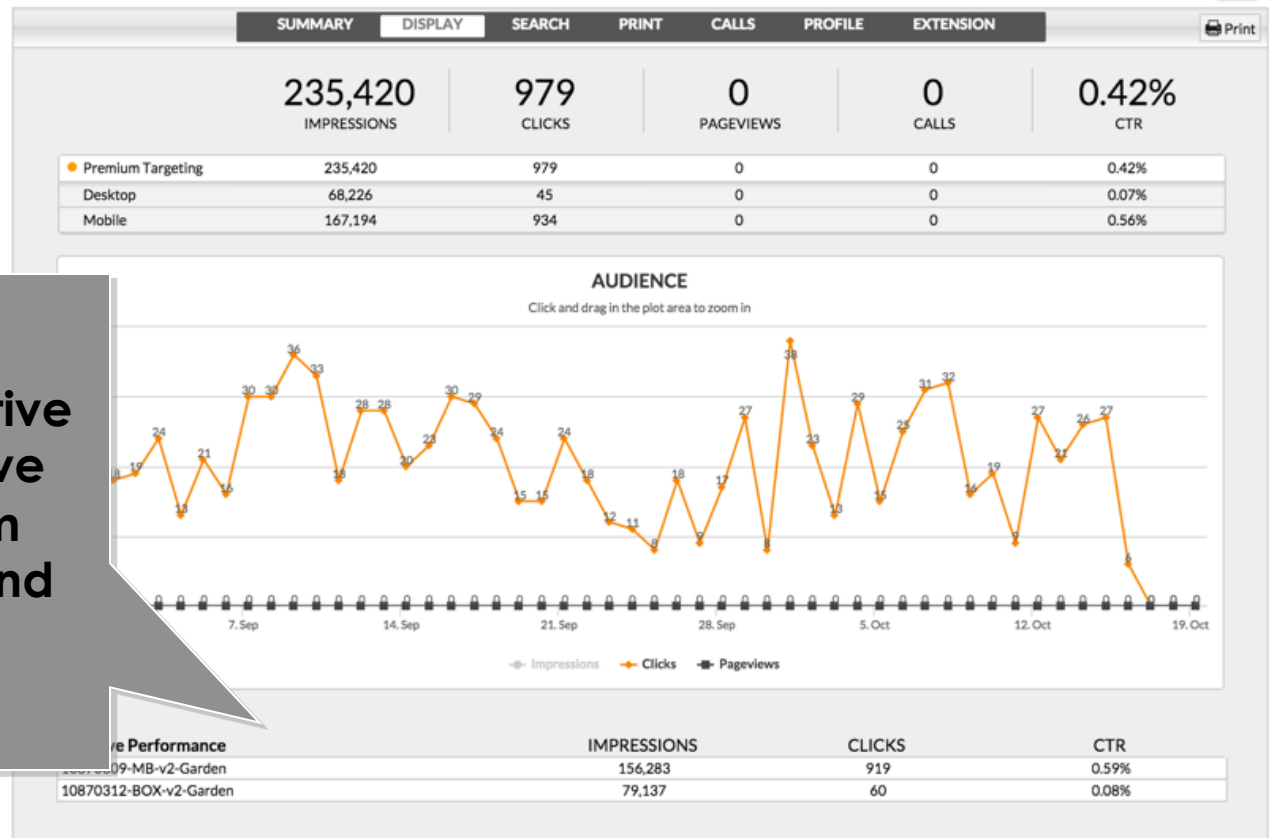


**Data Delivered:**  
Impressions, Clicks,  
Pageviews, Calls, CTR%

**Premium Targeting  
data broken out to  
showcase Desktop  
and Mobile  
performance,  
capturing all metrics**

**Graph of Audience Metrics –  
Able to filter by Impressions,  
Clicks and Pageviews**

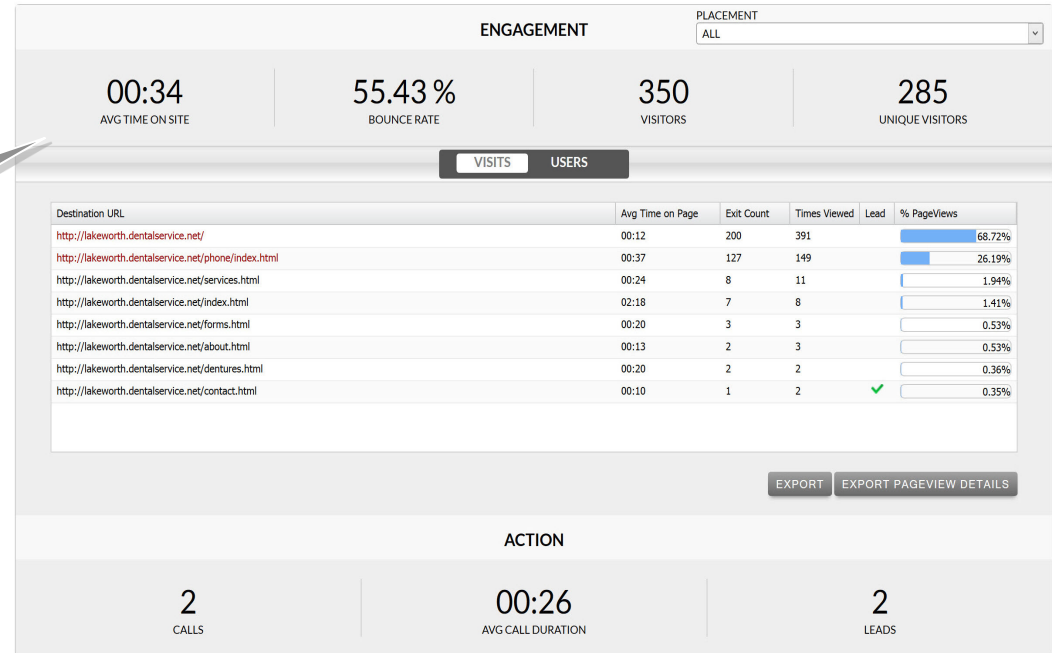
# Performance Summary Continued - Display



**View Metrics on Creative Performance: Creative Name, DFP Line Item Impressions, Clicks and CTR**

# Performance Summary - Display Engagement


**Post Click Activity including:**  
Average Time on site,  
bounce rate, visitors, unique  
visitors, 10 most visited  
pages and call data along  
with emails received. Leads  
are identified by the  
advertiser and surfaced.



Report generated at 04:00 PM EST 7/10/2015 | FTW\_DenturesAndDentalServices\_5256\_DEN40  
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
# Performance Summary - Print

Report on Reach of  
Print Audience &  
Action taken with Calls

SUMMARY		DISPLAY		MOBILE		SEARCH		SOCIAL		PRINT		CALLS		 Print									
87,800				147				03:01															
AUDIENCE				CALLS				AVG CALL DURATION															
APPEARED IN				DISTRIBUTION DATES				AD SIZE				TRACKING LINE				DESTINATION LINE				AUDIENCE			
Arlington Citizen Journal				8/22/2015								Lake Worth (817) 953-2858				(817) 237-7377				87,800			

Showcase Print  
Insertions by Publication  
Name, Date, Ad Size  
and Specific Audience.  
Present specific call  
tracking lines for each  
Print Campaign

ACTION

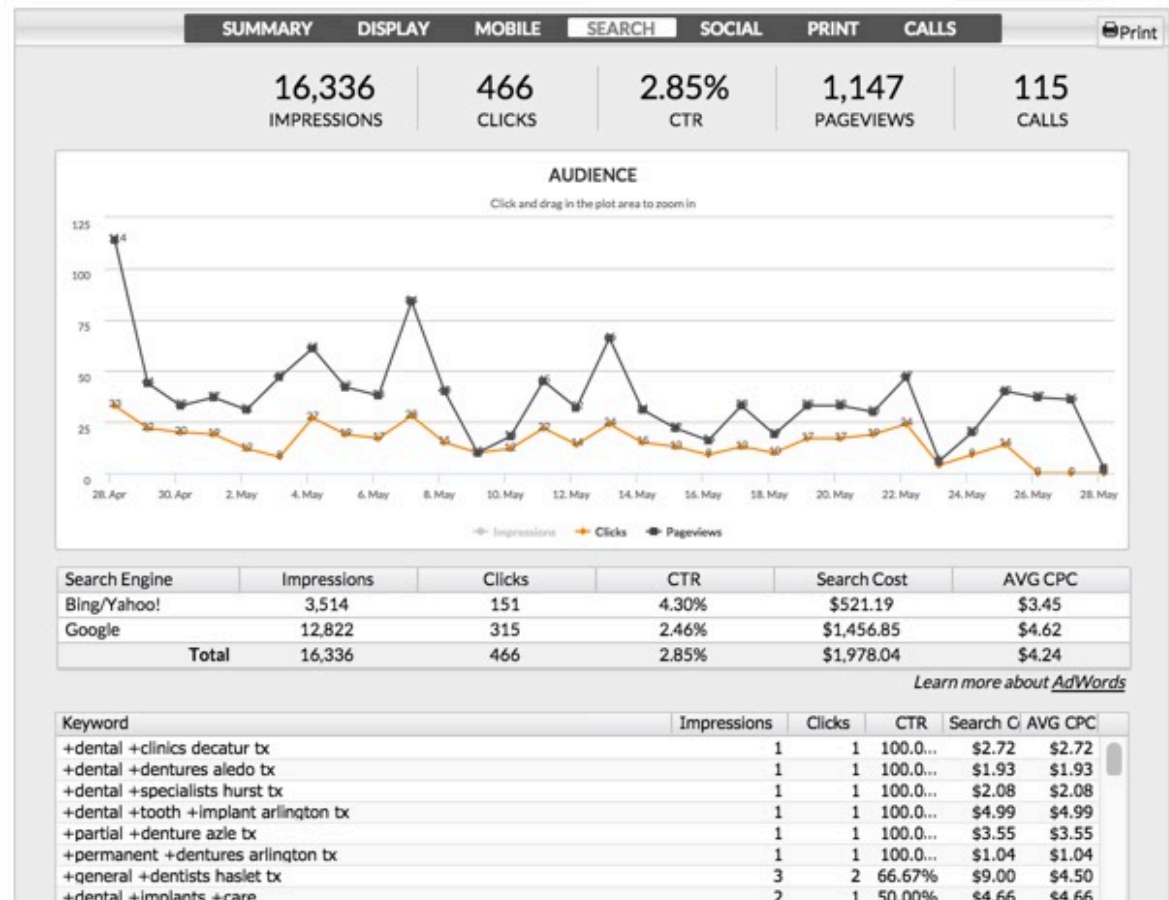
Campaign	Call Date	Call Time	Duration	Line	Tracking Number	Caller Number	Caller Name	Address	Call Status	
Print Ad Campaign	09/22/2015	5:50PM	00:53		(682) 200-6...	(682) 251-7...		ARLINGTON TX 76010	Answered	
Print Ad Campaign	09/22/2015	2:57PM	00:39		(682) 200-6...	(817) 483-0...		KENNEDEALE TX 76060	Answered	
Print Ad Campaign	09/22/2015	12:57PM	01:09		(682) 200-6...	(817) 763-0...	Nancy Kelley	5805 Holloway St, Fort Worth TX 76114	Answered	
Print Ad Campaign	09/22/2015	10:27AM	01:23		(682) 200-6...	(682) 251-7...		ARLINGTON TX 76010	Answered	
Print Ad Campaign	09/22/2015	10:02AM	04:53		(682) 200-6...	(682) 251-7...		ARLINGTON TX 76010	Answered	
Print Ad Campaign	09/22/2015	10:00AM	06:46		(682) 200-6...	(817) 223-2...	Wilma Bradley	Fort Worth TX 76112	Answered	
Print Ad Campaign	09/22/2015	9:40AM	01:16		(682) 200-6...	(817) 223-2...	Wilma Bradley	Fort Worth TX 76112	Answered	
Print Ad Campaign	09/22/2015	9:21AM	00:34		(682) 200-6...	(817) 223-2...	Wilma Bradley	Fort Worth TX 76112	Answered	
Print Ad Campaign	09/21/2015	3:14PM	04:08		(682) 200-6...	(817) 428-8...	Johnny Shelton	6644N Park Dr, Fort Worth TX 76148	Answered	
Print Ad Campaign	09/21/2015	2:13PM	00:59		(682) 200-6...	(817) 223-2...	Wilma Bradley	Fort Worth TX 76112	Answered	

EXPORT

Full Call Details Presented: Including Date, time, and  
Duration of the call, as well as Name and Address when  
available. Listen to phone calls & track status

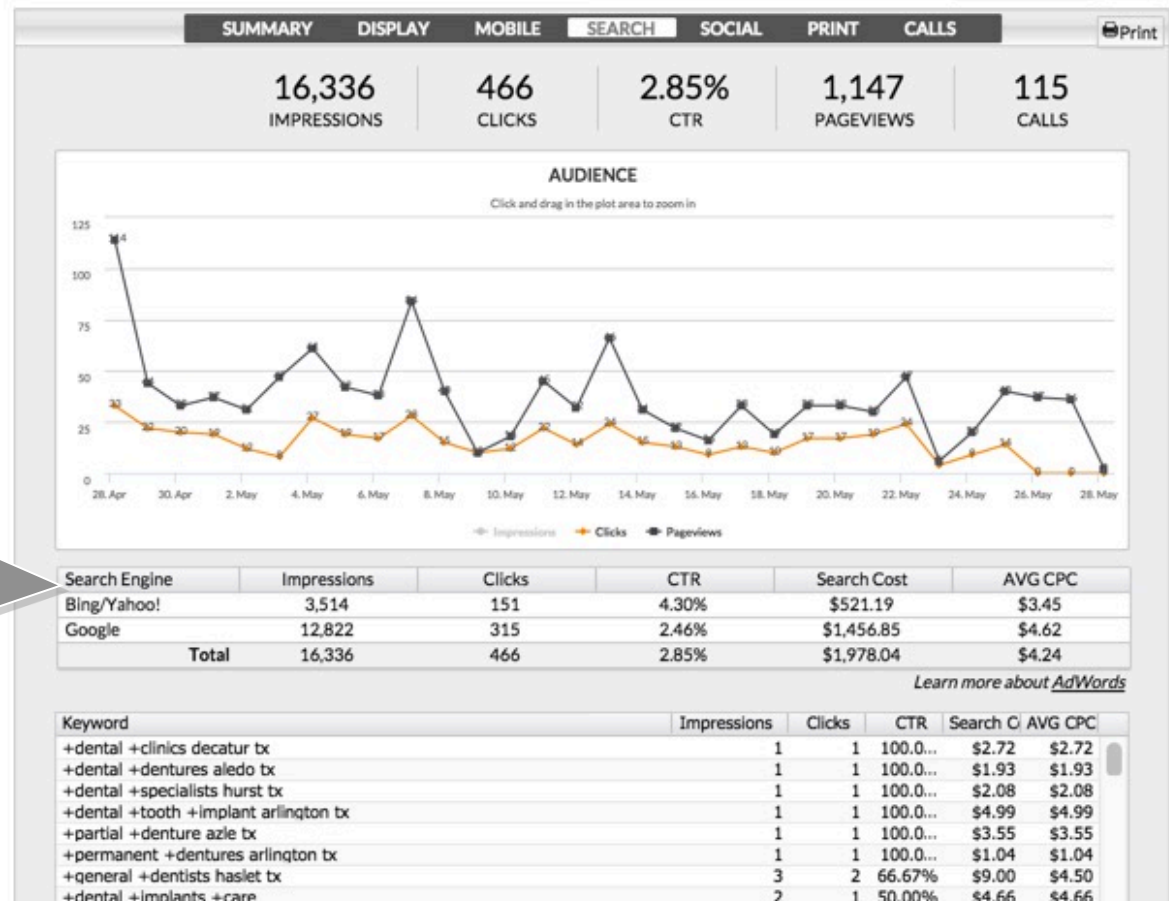
# Full Transparency - Search

We provide full transparency to our advertiser's search results.



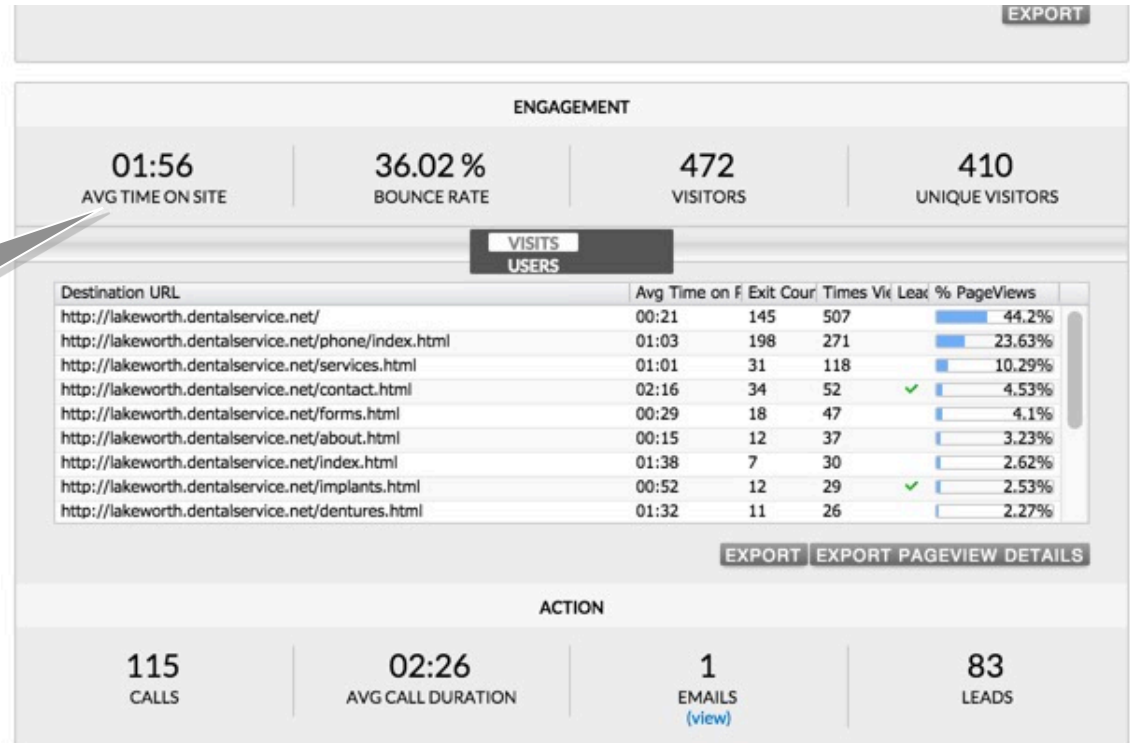


# Performance Summary (SEM)



**Data Delivered:**  
**Impressions-Clicks-**  
**CTR%, Wholesale**  
**search cost,**  
**Average CPC, Page**  
**Views-Calls**

# Performance Summary continued (SEM Campaign)



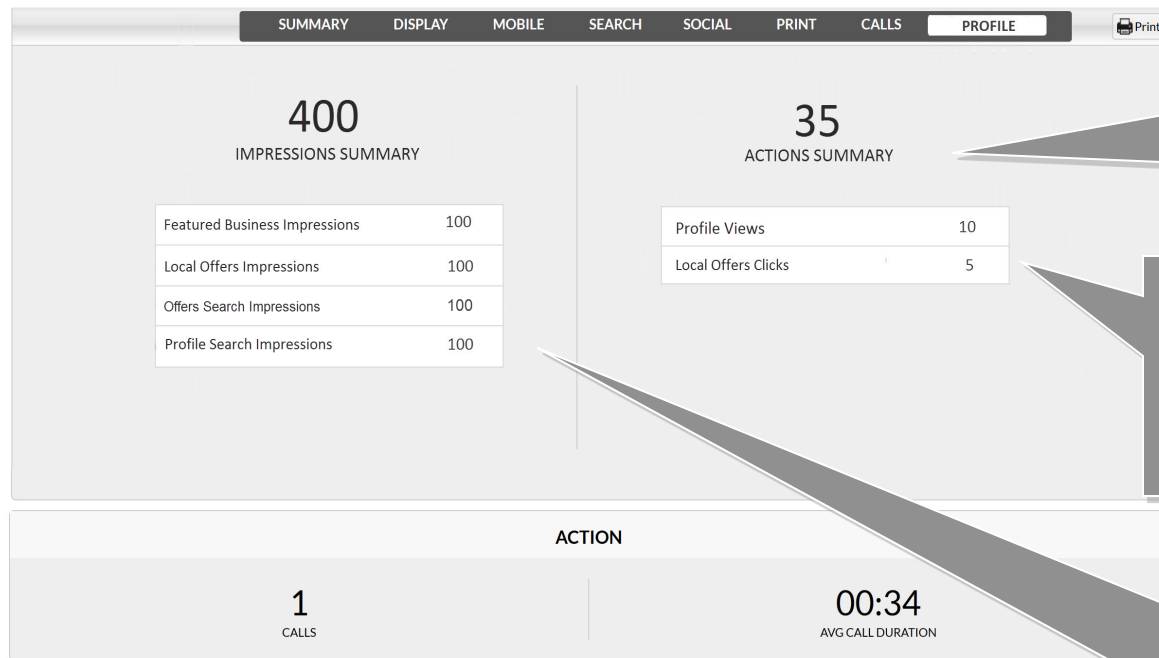
Post Click Activity including:  
Average Time on site,  
bounce rate, visitors, unique  
visitors, 10 most visited  
pages and call data along  
with emails received. Leads  
are identified by the  
advertiser and surfaced.



Putting The Results to Use



# Performance Summary - Profile



Report generated at 01:32 PM EST 7/15/2015 | FTW\_ABC123Dental\_7704\_ABC06  
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Transparency on individual listings and those actions taken by potential car buyers

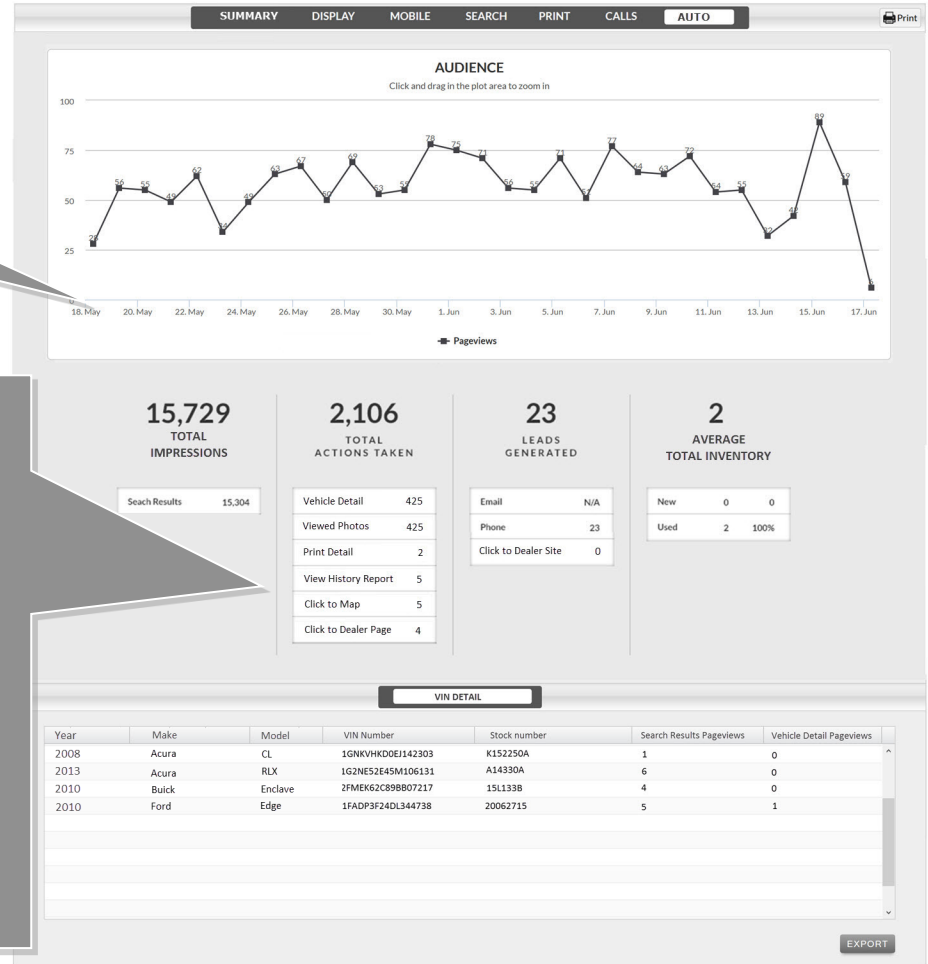


# Performance Summary Auto

Graph showcasing total pageviews of auto listings

Display of total search results including actions taken on:

- New Cars Vehicle Detail Page Views
- Used Cars Vehicle Detail Page Views
- Viewed More Photos
- Print Vehicle Detail
- Vehicle History Reports
- Clicks To Map To Dealership



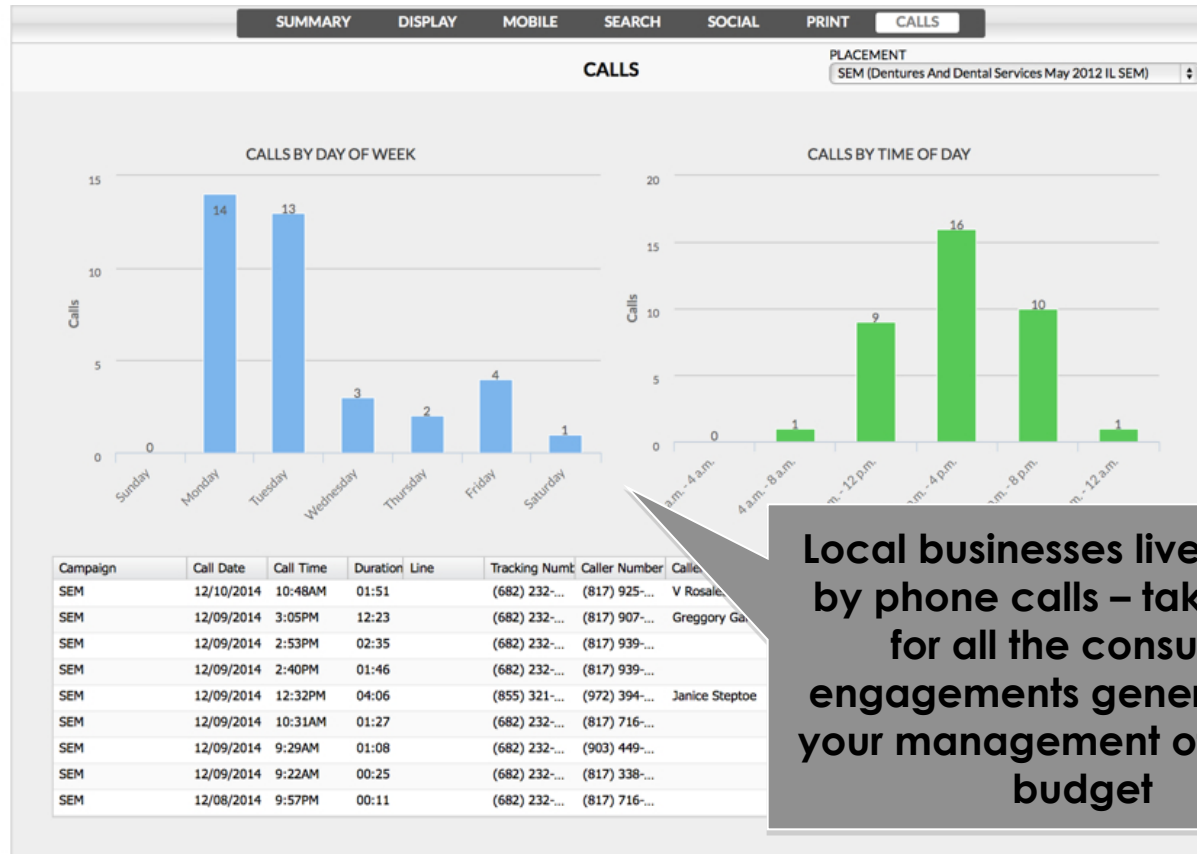
# Performance Summary Auto



Report to dealerships the leads generated through their listings via Email and Phone Calls including click thrus to their website. Have insight into inventory levels for both new and used vehicles.

Detailed data on specific vehicles able to be filtered by Year, Make, Model, VIN, SRPs and VDPs

# Print Campaign - Calls



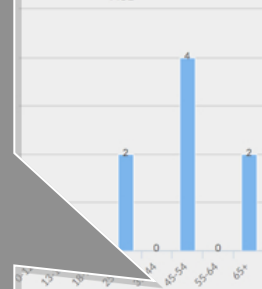


# Print Campaign Caller Analytics

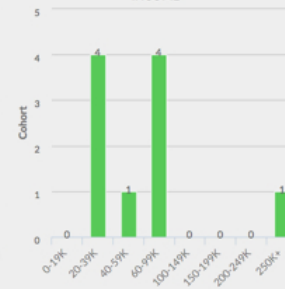
Caller analytics that prove you are reaching the right audience. Age, Gender, Income, Home Value, Marital Status, Primary language, Home Ownership, Phone Type, Phone Carrier

Caller Analytics provides directional data on the demographics of the audience that has engaged with your advertising. This is not a one-to-one match for every person that has placed a phone call in response to your advertising message. Rather, it is representative of the type of audience reached.

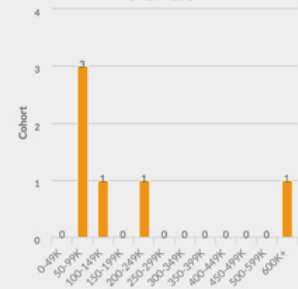
AGE



INCOME



HOME VALUE



GENDER



MARITAL STATUS



LANGUAGE



HOME OWNERSHIP



PHONE TYPE



CARRIER



Putting The Results to Use

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