

8 c 'Mbi '? bck 'K \ YfY'Mci f' GU'Yg'UfY'7 ca]b[': fca 3

GUj Y'AcbYm

6mei]W_m]XYbh]Zm]b['k \]W
UXj Yfh]g]b[']g'Xf]j]b['gU'Yg

GUj Y'H]a Y

6mfUd]X'mYj U'i Uh]b['h'Y'
fYgdcbgY 'Zfca 'X]ZZYfYbh'UXj Yfhg

WYUgY'DfcZ]h

6mZcW]g]b['mci f'a Uf_Yh]b['
YZZcfhg'cb'UXj Yfh]g]b['h'Uh'k cf_g

3 3 3 ÈÈàQ • ã @ÈÀ~



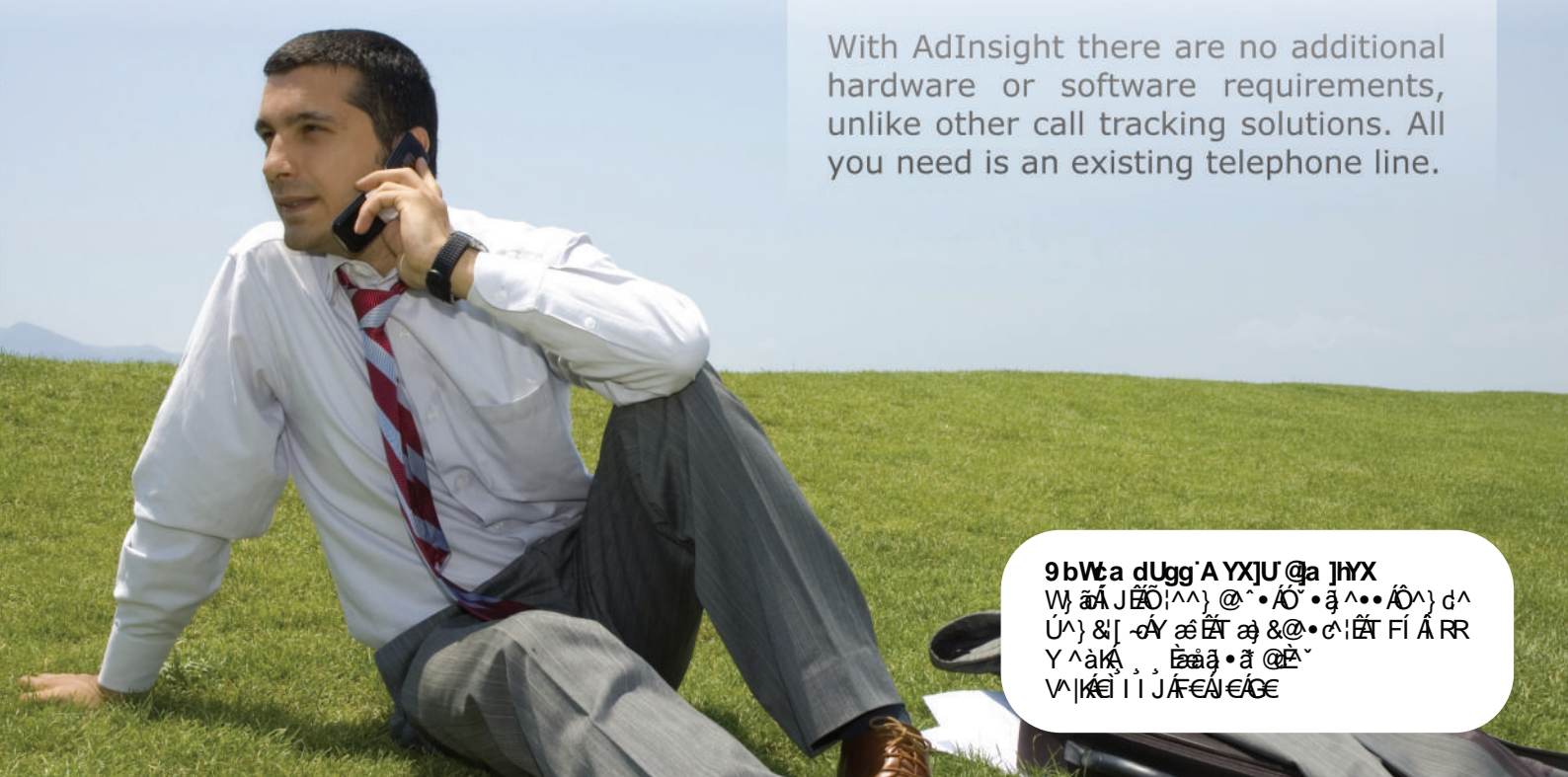
5X=bg][\h']g'Ub'UXj Yfh]g]b['
UbX'gU'Yg'hfUW]b['gc'i h]cb'
XYg][bYX'hc' []j Y' mci 'h'Y'
]bZcfa Uh]cb' mci 'bYYX'hc'
a Ul]a]gY' mci f' a YX]U'
gdYbX' UbX']bWYUgY' mci f'
Vi g]bYggYg'dfcZ]hUV']]hm'

5X=bg][\h']g'h'Y'cb'midfcXi W'
]b'h'Y' I ? 'h'Uh'W]b'VY'gYhi d'
]bghUbh'm'k \]W']g'W]dUV'Y'cZ'
hfUW]b['U'' h'Y' gU'Yg' UbX'
'YUXg' [YbYfUhYX' Zfca 'Vch'
mci f'cb']bY'UbX'cZZ]bY'a YX]U'
YZZcfhg' X]fYW]mi hc' h'Y]f'
gci fW'g"

With AdInsight there are no additional hardware or software requirements, unlike other call tracking solutions. All you need is an existing telephone line.

9bWta dUgg'A YX]U@a]hYX

W] ãÀ JÈÖ!^} @~•À•ã^••À^} d^
U^} &] -AY ãÈT ã&@•ç!ÈT FÍ Á RR
Y^àk , Èãã•ã @ÈÀ~
V]kÈI I JÁÈÁÈÈÈÈ



AdInsight K] `` G\ ck 'Mci ' K \]W '5 Xj Yfh]g]b['K cf_g'

QaQ•ã @A ~^!•A@Aæã•Aæ aÁ
 ~æ c'•A, æ Áq Á•æcA&[||^&cã * Á
 çæf æ| ^Áq } |{ æã } Áæ[~ cA[~ !Á
 æç^! cã q * Á •] ^} aÁ æ aÁ ÜUQ
 QaQ•ã @Aæ[, •Á[~ Áq K

Í <UZ`h Y'a cbYm=
 gdYbX'cb`UXj Yfh]g]b[]g'
 k UghYX/h Y'hfci V`Y]g'=
 XcbBi_bck `k \]W `U`Z

>c\ b`K UbUa U_Yfz`Vtbg]XYfYX`h Y`
 ZUh Yf`cZ'a cXYfb`UXj Yfh]g]b["

Mci `Wub` i gY`5 g=bg][\ h hc`
 hfUW`U` h YgY`UXj Yfh]g]b[`
 a YX]i a g`UbX'a cfY.

V|æÁ]|^&ã ^|^ Á, @&@Aæç^!c Áæ^Á
 a!ãqã * A@Á [•Á æ^•Áæ aÁ^æã •ÁçæÁ
 c@Á c^|^] @} ^É, æq` cA|^|^ q * Á [} Á
 ^ [~ !Á&ã } cA` •• ^Á ^ { [|^É

Ú|^&ã ^|^ Ácæ Á@ÁÜUQæ aÁq •cA ^|^ Á
 •æ^Á ~Áæ@Aæ aÁç^! ^ Áæç^!É

Q^} cã Á c^} aÁ q Á ^|^ !Á { æ|^cã * Á
 q æãæã^•Á [Á [~ Á&æ Á] cã ã^Á ^|^ !Á
 { ^ãæÁ] ^} aÁ&[|ãq *|^É

Tæ^Á q } |{ ^ãÁ a^&ã q }•Á æ[~ cA
 , @|^Á [Áæç^!cã ^É

Uæ^Á { [] ^ Á à^ Á & cã * Á a [, } Á [} Á
 æç^!cã q * Á c@Aã Á } [cA * ^} ^!æã * Á
 •æ^•É

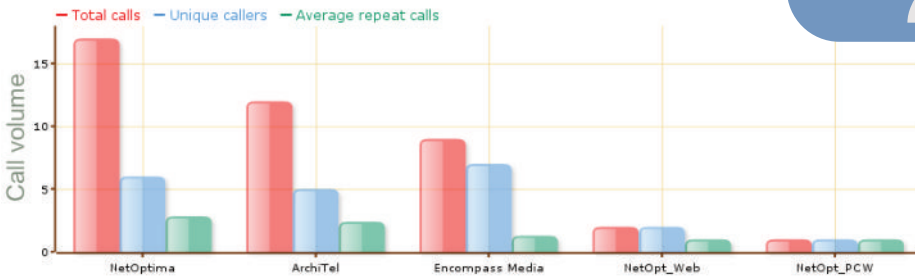
Q & •Á ^|^ !Á { ^ãæÁ •] ^} aÁ [] Á
 æç^!cã q * A@A, [| •Áq Áq &^æ^Á
 ^ [~ !Á | [~É

T^æ ~|^Á æ|Á æç^!cã q * Á { ^ãã { •Á
 , @|^Áæ|^|^] @} ^É Á•^ãÉ

- BYk gdUdYfg
 - A U[Un]bYg
 - Cb`]bY
 - Cf[Ub]WGYUfW
 - DUmDYf!7`]W_
 - MY`ck`DU[Yg
 - 8]fYWla U]
 - 6 fcW i fYg
 - HY`Yj]g]cb
 - FUX]c
- UbX`A cfY''''

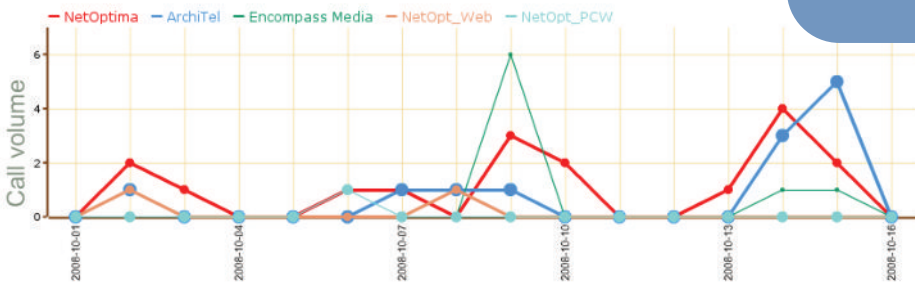
QaQ•ã @A`

7 Ua dU[[b'Cj Yfj]Yk



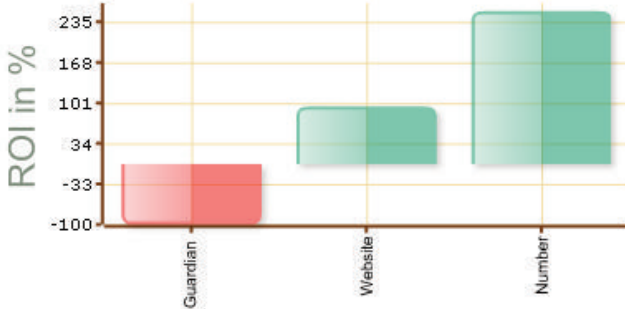
H\jg' WUfh' g\ck' g' mci']bghUbhmi k \jW' cZ' mci' f' Wla dU[[bg' \Uj Y' [YbYfUHx' hY' a cgh' YUXg' UbX' \Y'dg' ei]W' mi']XYbh]Zmi' k YU' Wla dU[[bg''

Hja Y'Cj Yfj]Yk



H\jg' [fUd\ ' g\ck' g' mci' \ck' mci' f' Wla dU[[bg' \Uj Y' dYfZcfa YX' cj Yf' hja Y'' M'i' Wb' i' gY']h' hc']XYbh]Zmi' hfYbXg']b' hY' a Uf_Yh'UbX' cdhja]gY' mci' f' UX' gdYbX' UWtFX]b['m'

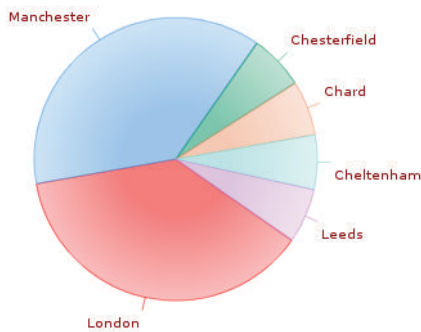
F Yh' fb'cb' ÷bj Ygla Ybh



H\jg' WUfh' g\ck' g' mci' hY' fYh' fb' cb']bj Ygla Ybh' Zcf' YUW' cZ' mci' f' Wla dU[[bg' UbX' U'ck' g' mci' hc']bghUbhmi gYY' k \jW' cZ' mci' f' UX' j Yfhg' \Ug' dfcXi W'X' hY' 'Uf[Ygh' fYh' fb' cb']bj Ygla Ybh'' M'i' Wb' i' gY' h\jg' WUfh']b' Vt' b' i' bW]cb' k]h' hY' 7Ua dU[[b' Cj Yfj]Yk' WUfh' hc']XYbh]ZmidfcV'Ya Uh]WWla dU[[bg''

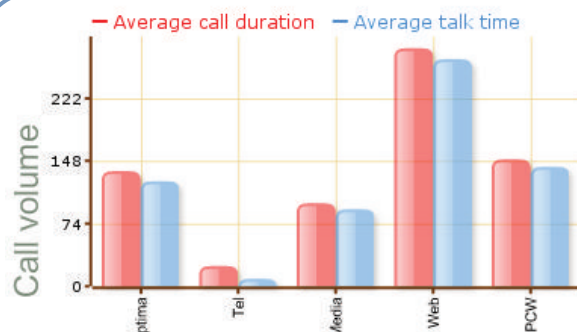
7 U'`Cf][]b

Location	Calls
London	5
Manchester	5
Chesterfield	1
Cheltenham	1
Leeds	1
Chard	1



H\jg' WUfh' g\ck' g' mci' k \YfY' hY' a U'cf]mi' cZ' mci' f' YUXg' UfY' Vt'a]b['Zcfa' UbX' Wb' \Y'd' mci']XYbh]Zmi' VYhYf' UfYUg' hc' hUf[Yh' cf' ch' hY' UfYUg' k \jW' UfY' bch' [YbYfUH]b['U' \][\ ' j' c' i' a' Y' cZ' YUXg''

5 j YfU[Y'8 i fU]cb



H\jg' WUfh' g\ck' g' mci' hY' Uj YfU[Y' W' Xi fU]cb' UbX' hU']hja Y' Zcf' YUW' cZ' mci' f' Wla dU[[bg'' M'i' Wb' i' gY' h\jg' XUHU' hc']XYbh]Zmi' dfcV'Ya Uh]Wla YX]U' a YggU[Yg' cf' ghUZZ]b[']ggi Yg'' =Z' hY' Uj YfU[Y' hU']hja Y']g' ck']h' Vt' i' X' a YUb' mci' f' UX' Vt'dmi]g' Vt' b' Z']b[' W' ghca Yfg' UbX']Z' hY' Uj YfU[Y' hU']hja Y']g' a' i' W' ck' Yf' h' Ub' h' hY' W' Xi fU]cb' mci' Vt' i' X' \Uj Y' ghUZZ]b[']ggi Yg''

: fYei Ybh`m5g_YX`E i Ygh]cbg



E.`<ck`a i W`XcYg`5 X`bg]] \ hWc`gI8`

OEÁU`!Á [•oÁææ ÁÁ []`q̄ } Á cæo ÁæÁ•oÁ GÍ E []`oÁæ`oÁ@Áq̄ cæÁq̄ •oÁ
!^æq̄ Á^`^ } a•Á } Á []`!Á~`ã^`^ } o ÁæÁÁQ̄, Á q̄ ^ Áæq̄] æq̄ } •Á []`Á
, q̄ oÁq̄ ÁcæÁ Áæq̄ áÁ @æÁc] ^Á ÁcæÁ q̄ *Áy` { à!•Á []`Á q̄ oÁq̄ Á•Á
Q̄! &æÁq̄ ||Á^`Á q̄ } æÁæÁ

E.`K \ UhmdY`cZbi a VYfg`WU`VY`fUW`YX3`

OEÁY ^Áæq̄ ÁcæÁ Áæq̄ÁNSÁææ ^áÁc^`^`] @ } ^Áy` { à!•Áq̄ &` q̄ aq̄ *Áq̄ [&æÁ
] æq̄ } æÁæq̄ áÁæq̄Á] ^` { a []`ÁæÁy` { à!•ÁU`!Áq̄ •cæq̄ oÁ^c] Á []`q̄ } Á
æq̄ []` •Áq̄ !ÁE | | Áæq̄ áÁE | | Áy` { à!•Áq̄ !Áæq̄Á c@!Áy` { à!•Á []`Á q̄Á
]^`áÁq̄ & } cæoÁ•Áæq̄ áÁ ^Á q̄ÁÁ^oÁ@ { Á] Áq̄ !Á []`E

E.`8c`≡bYYX`UX]hcbU`d\ cbY`jYg3`

OEÁ []`EÁQ̄•ã @ÁcæÁ q̄ *Áy` { à!Á q̄]]`Á^áá^oÁq̄ Á } ^Áq̄ Á []`!Á
^cæq̄ *Á q̄] ^Áq̄ ^•EÁ [Á]`Áq̄ } q̄Á ^áÁæq̄ ^Áæáæq̄ } æÁ q̄] ^Áq̄ ^•EÁ

E.`8c`≡bYYX`hc`jY`Ygh]b`UX]hcbU` \ UfXk`UfY3`

OEÁ []`EÁQ̄•ã @Á` } •Á } Á]`!Á^!c^!•Áæq̄ áÁq̄ \ / q̄ Á^æq̄ |^•• | Á q̄ @Á []`!Á
^cæq̄ *Á^`] q̄] ^Áq̄ ^æd` &c`!ÁE

E.`≡ \ Uj`Y`U`fUX]hcbU` d\ cbY`jY`k]` ≡ bYYX`hc` i d\ fUX]hcb`i`gY5`X`bg]] \ I8`

OEÁ []`EÁQ̄•ã @Áæq̄ Áq̄ \ Áq̄ q̄ Áq̄ ^Á] q̄] ^Á^•c^` EÁ [Á]`Ácæá, æÁÁ
]`!æÁ^•Á^Á^••æ`E

E.`K]`≡bYYX`hc`jY`gH`U`bmgcZk`UfY3`

OEÁ []`EÁQ̄•ã @Á` } •Á] Á]`!Á^!c^!•Áæq̄ áÁq̄ [^Á]`oÁ^`ã^Áæq̄ ^Á
• []`cæÁ^•Á^•æq̄ } Á } Á []`!Á`áE

E.`K \ mgl`ci`X`≡fUW`WU`g`i`g]b`5`X`bg]] \ I8`

OEÁQ̄Q̄•ã @ÁÁ Áy []`oÁ•oÁÁæq̄ÁcæÁ q̄ *Á []`q̄ } Áq̄ ÁÁ []`oÁæq̄æÁÁ
••c^` •LÁÁcæÁ •Ác@Á^æq̄ EÁ æq̄•Áæq̄ áÁq̄ | |`q̄Á^`!Áæq̄ áÁq̄ []`Áæq̄@
q̄ ááq̄æq̄ æÁæÁæÁæÁ, ^||EÁV@Ááæq̄Áæq̄ Ác@ } ÁáÁ^•^áÁq̄ Áæq̄ } cæÁ
^` } á!]`!q̄ { } q̄ *Áæq̄ Á []`Áæq̄ Á æq̄ á^Á []`!Á æq̄^c^` Á` á^ÁcÁ

E.`<ck`cb]`XcYg`jhiU`Y`hc`gYi`d`5`X`bg]] \ I8`

OEÁQ̄Q̄•ã @Áæq̄ Á^Á^c]`Áq̄ Á^•Ác@Á ÁEÁ q̄ •oÁÁ []`Á q̄ oÁq̄ Á•Á
E | | Áq̄ !ÁE | | ÁcæÁ q̄ *Áy` { à!EÁq̄ []`Á^`ã^Áá^`!Á } oÁy` { à!Ác@Á
•Ác] Á q̄ æÁæÁ^ÁÁq̄Á]`^ÁEY ^Áæq̄ Áq̄ Ác@Á []`Á^c] Áq̄ Á } á!Á Á
q̄]`!•E

E.`8c`nci`cZYf`fU]b]b]`3`

OEÁQ̄Q̄•ã @Áæq̄ Á^Á^` } Á^•á } ^áÁq̄ Á^ÁæÁ^•Á^Áq̄ } á! ÁæÁ []`•æÁEÁ
q̄, ^c^!Á ^Áq̄ Á ^ÁÁæq̄ } æÁæq̄ q̄ *ÁÁÁ Á^`ã^ÁE

E.`K \ UhXUH`XcYg`5`X`bg]] \ hWc`YW8`

OEÁQ̄Q̄•ã @Áq̄]`&`Áæq̄ *Áq̄ Áæq̄Á []`Ác^!`Áæq̄EÁ &` q̄ aq̄ *LÁæq̄Á
á!æq̄ } EÁæq̄ Áq̄ EÁ æq̄Áq̄ EÁ^`!`!q̄ @Áq̄! q̄ EÁq̄ ^Áq̄ áÁæq̄Á Á
&æq̄EÁ&æq̄Á•æq̄•Áq̄•, ^!^áEÁ { } •^áEÁ^` } æÁ^áEÁ&æq̄Á!ÁQ̄Áq̄ áÁc@Á
&æq̄] æq̄ } Á @Á^`!`!æq̄ áÁc@Á&æq̄E

E.`<ck`cb]`XcYg`jhiU`Y`hc`UbUmgY`H`Y`XUH`dfc]`jYX` Vm5`X`bg]] \ I8`

OEÁ []`oÁ []` *Áæq̄EÁQ̄•ã @Áæq̄ Á^Á^` } Á^•á } ^áÁq̄ Á q̄, Á []`Ác@Á []`oÁ
q̄]]`!cæq̄ Áæq̄ •cæq̄ q̄ Á []`Áq̄ Á^`æq̄ Á^`æq̄ Á^`!`!q̄ Á^`!`!q̄ Á^`!`!q̄ Á^`!`!q̄
, @ } Áq̄Áq̄ { ^Áq̄ Á q̄ æq̄^c^` Á []`!Á^`ã^Á^••EÁæq̄ } æÁq̄ Áq̄ æÁÁÁ
!^`ã^ÁÁq̄!Áq̄ []`!Áq̄ Áq̄ c@Áq̄ æq̄ •áLÁQ̄, ^c^!Á ^Áq̄ Á ^ÁÁæq̄
æq̄ q̄ •áÁq̄ áÁ []`q̄ *Á^!c^`EÁ

E.`<ck`k]`5`X`bg]] \ h\ Y`d`VmVi`g]bYgg3`

OEÁQ̄ q̄Á q̄, Á []`Ácæq̄ Á @!Áq̄]`!Á ^ááá^`!`!q̄ Áq̄ Áq̄ []`!Á *Áq̄ áÁ
@!Ác@Á`Áæq̄ Á^ÁÁq̄]]`c^!EÁ []`Á []`Áæq̄ Á^`æq̄Á []`^`Áá^Á&`æq̄ *Á
æq̄c^!c^` q̄ *Ác@ÁÁq̄ ^Áq̄ []`oÁ []`!Áq̄ áÁq̄ &^æÁq̄ | |`áæq̄ Á^`Áq̄ &` q̄ *Á
[]`Áæq̄c^!c^` *Ác@ÁÁq̄ ^ÁE



GYhi d`Ub`5`X`bg]] \ hUWc`i`bh
hc`XUm`UbX`ghUf`h`gUj`j]b[]`
a`cbYm`UbX`j]bWYUg]b[]`nci`f`
Vi`g]bYggYg`dfcZ]hUv`]hmi
GfUj] \ hUk`Um`
Á

Ô!^æ^Áæq̄ ÁEÁQ̄•ã @Á
æ& []`oÁ []`Áæq̄
EÁQ̄•ã @Á^`
3 3 3

Á
Ôæq̄Á•Á } ÁE | | JÁEJÁEGEÁ
{ } Áæq̄^Á^` { []`•cæq̄ } Á!Á
{ []`!Áq̄ { } } æq̄ } Áq̄ áæE

9bWta`dUgg`A`YX]U`@a`j]hYX
Wj`æÁ JÉO!^`^` @`^`ÁO`•q̄••ÁO^`dÁ
U^`& []`-Áy` æEÁq̄ q̄ &@•c^!EÁq̄ FÍ Á RR
Y`^`àÁ, Eáq̄•ã @Á^`
V^!ÁE | | JÁEJÁEGE