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

GUj Y˙AcbYm
6m˙ei]W˙`m]XYbh]Zm]b[˙k \]WX ˙
UXj Yfh]g]b[˙]g˙Xf]j]b[˙gU˙Yg

GUj Y˙H]a Y
6m˙fUd]X˙mVj U`i Uh]b[˙h\Y˙
fYgdcbgY˙Zfca ˙X]ZZYfYbh˙UXj Yfhg

=bWYUgY˙DfcZ]h
6m˙ZcW˙g]b[˙mci f˙a Uf_Yh]b[˙
YZZcfhg˙cb˙UXj Yfh]g]b[˙h\Uh˙k cf_g

ÒDÈaQ•ã˙@œÈ˙

AdInsight

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 UI]a]gY˙ mci f˙ a YX]U˙
gdYbX˙ UbX˙]bWfYUgY˙ mci f˙
Vi g]bYggYg˙dfcZ]hUV]`]hm˙

5X=bg][\h˙]g˙h\Y˙cb`m˙dfcXi Wh˙
]b˙h\Y˙I ? ˙h\Uh˙WUb˙VY˙gYhi d˙
]bghUbh`mˏ k \]WX ˙]g˙WUdUV`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]fYWh`m˙ hc˙ h\Y]f˙
gci fWYg"

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

9 bWta dUgg˙A YX]U˙@]a]hYX
W˙ãaÁ J ÈÕ¦^^} @ˆ•ÁÓˆ•ãˆ^••ÂÔ^}d^
Ú^}&¦[˙oÁ æé ÈÆ aã&@•c^¦ÈÆ FÍÁ RR
Y ^àÁ˙ ¸ ¸ Èãaã•ã˙@œÈˇ
V^|kæ¦ I ¦ J Æ€Á¦€Áœ€
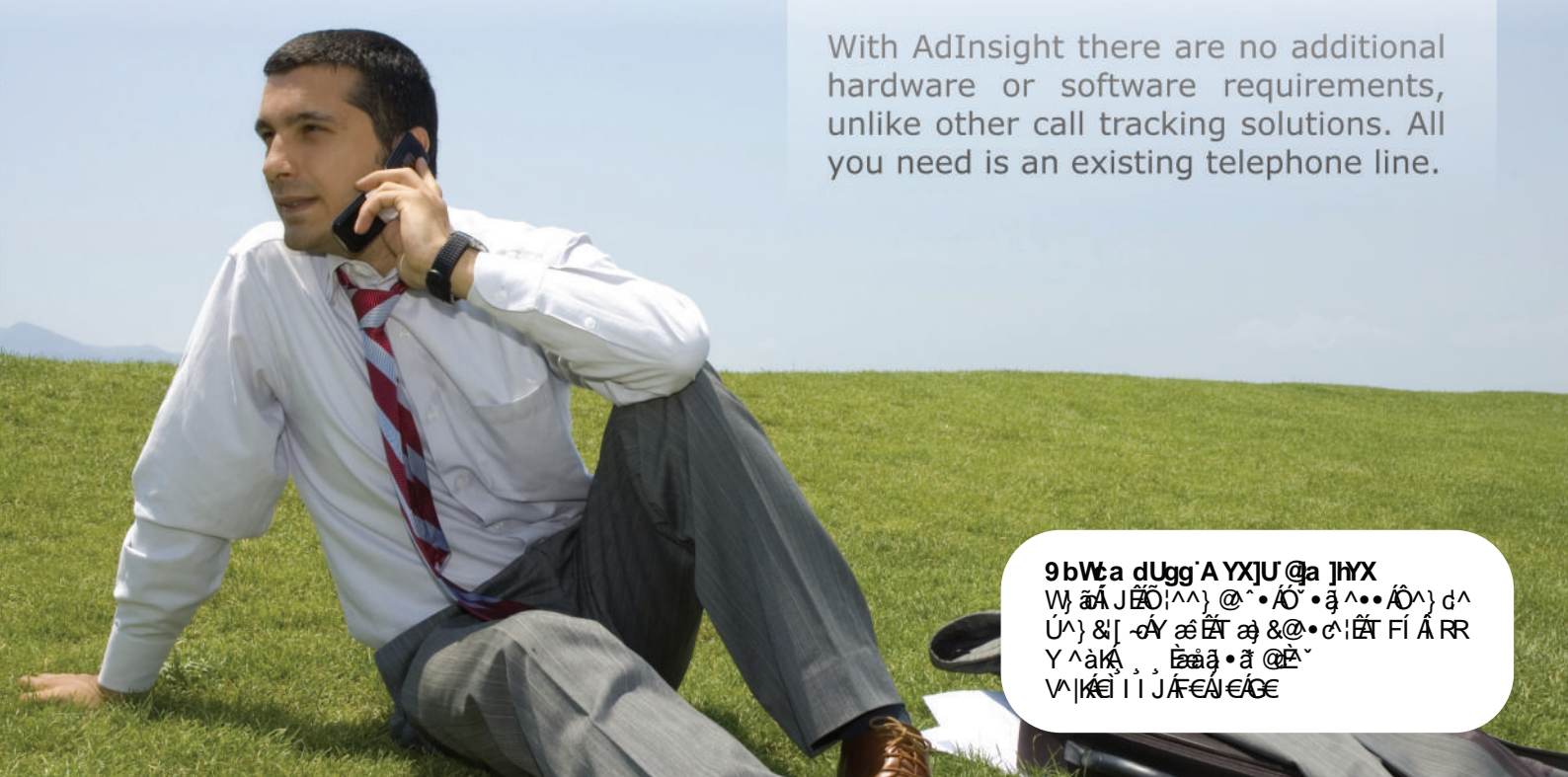
(body text rendered in a corrupted/garbled font — illegible)

> Í<U`Z\hY a cbYm= gdYbX cb UXjYfh]g]b[ ]g k UghYX/h\YhfciV`Y]g= XcbÐn_bck k\]W\ \U`ZÎ

>c\ b`K UbUa U_Yr`V`cbg]XYfYXh\Y ZUh\Yr cZ a cXYfb UXjYfh]g]b["

Mci WUb i gY 5 g=]bg][\h hc hfUW_U``h\YgY UXjYfh]g]b[a YX]i m g UbX m cfY.

- **BYk gdUdYfg**
- **AU[Un]bYg**
- **Cb`]bY**
- **Cf[Ub]WGYUfW**
- **DUm`DYf!7`]W_**
- **MY``ck DU[Yg**
- **8]fYW'a U]`**
- **6fcW\ifYg**
- **HY`Yj]g]cb**
- **FUX]c UbX Acf Y"""**
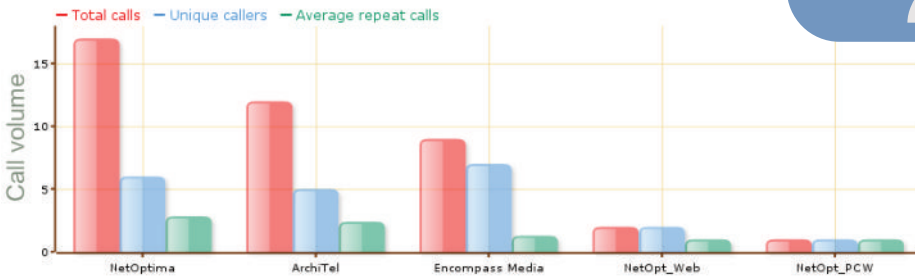
7 Ua dU][b ˙C j Yfj]Yk

Total calls — **Unique callers** — **Average repeat calls**

Call volume

15

10

5

0

NetOptima · ArchiTel · Encompass Media · NetOpt_Web · NetOpt_PCW

H\ ]g ˙WX Ufh ˙g\ck ˙g ˙mci ˙]bghUbh ˙m
k \ ]WX ˙cZ ˙mci f ˙WXa dU][bg ˙\UjY
[YbYfUhYX ˙h\Y ˙a cgh ˙YUXg ˙UbX
\Y ˙dg ˙ ei]W\ ˙m ˙]XYbh]Zm ˙ k YU_
WXa dU][bg˙

H]a Y˙C j Yfj]Yk

— NetOptima — ArchiTel — Encompass Media — NetOpt_Web — NetOpt_PCW

Call volume

6

4

2

0

2008-10-01 · 2008-10-04 · 2008-10-07 · 2008-10-10 · 2008-10-13 · 2008-10-16

H\ ]g ˙[fUd\ ˙g\ck ˙g ˙mci ˙ \ck ˙mci f
WXa dU][bg ˙\UjY ˙dYfZcfa YX ˙cj Yf
h]a Y" ˙Mci ˙WXUb ˙i gY ˙]h ˙hc ˙]XYbh]Zm
hfYbXg ˙b ˙h\Y ˙a Uf_Yh ˙UbX ˙cdh]a]gY
mci f ˙UX ˙gdYbX ˙UWWcfX]b[`m

F YYh fb ˙cb ˙]bj Ygha Ybh

ROI in %

235

168

101

34

-33

-100

Guardian · Website · Number
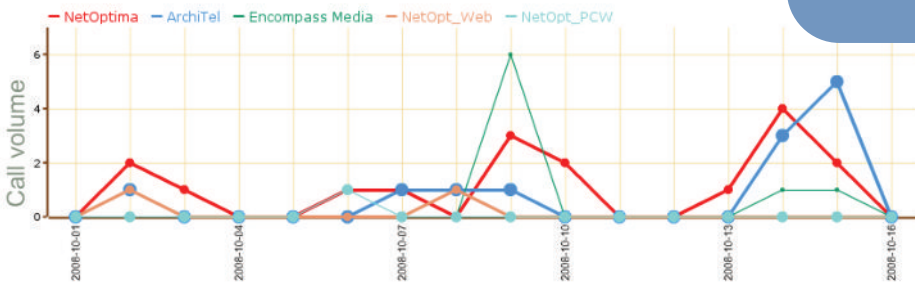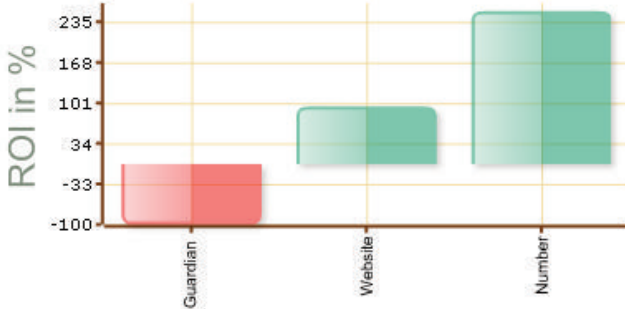
H\ ]g ˙WX Ufh ˙g\ck ˙g ˙mci ˙ h\Y ˙ fYYh fb ˙]bj Ygha Ybh ˙Zcf
YUWX ˙cZ ˙mci f ˙WXa dU][bg ˙UbX ˙U ``ck ˙g ˙mci ˙ hc ˙]bghUbh ˙m
gYY ˙k \ ]WX ˙cZ ˙mci f ˙UXj Yfhg ˙\Ug ˙dfcj]WYX ˙h\Y ˙`Uf[Ygh
fYYh fb ˙]bj Ygha Ybh" ˙Mci ˙WXUb ˙i gY ˙h\]g ˙WX Ufh ˙]b
WXcb^i bWX]cb ˙k]h ˙h\Y ˙7 Ua dU][b ˙C j Yfj]Yk ˙WX Ufh ˙hc
]XYbh]Zm ˙dfcV Ya Uh]WWXa dU][bg"

7 U``C f][ ]b

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

Manchester · Chesterfield · Chard · Cheltenham · Leeds · London
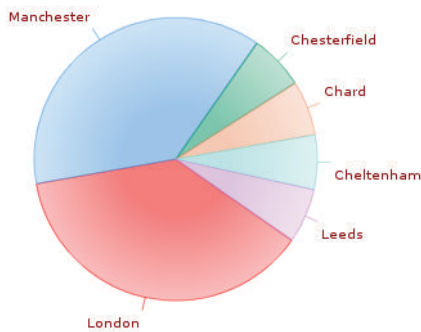
H\ ]g ˙WX Ufh ˙g\ck ˙g ˙mci ˙ k \YfY ˙h\Y ˙a U^cf]hm ˙cZ
mci f ˙`UXg ˙UfY ˙Wca ]b[ ˙Zcm ˙UbX ˙WX ˙\Y`d ˙mci
]XYbh]Zm ˙VYhhYf ˙UfYUg ˙hc ˙hUf[Yh ˙cf ˙ch\Yf ˙UfYUg
k \]WX ˙UfY ˙bch ˙[YbYfUh]b[˙U ˙\][˙j c`ia Y ˙cZ
`UXg"

5 j YfU[Y ˙8 i fUh]cb

Average call duration — **Average talk time**

Call volume

222

148

74

0

ptima · Tel · Media · Web · PCW

H\ ]g ˙WX Ufh ˙g\ck ˙g ˙mci ˙ h\Y ˙Uj YfU[Y ˙WX ``` Xi fUh]cb ˙UbX ˙hU_
h]a Y ˙Zcf ˙YUWX ˙cZ ˙mci f ˙WXa dU][bg" ˙Mci ˙WXUb ˙i gY ˙h\]g ˙XUhU ˙hc
]XYbh]Zm ˙dfcV Ya Uh]Wa YX]U ˙m Ua YggU ˙Ug ˙cf ˙ghUZZ ˙]b[˙]ggi Yg" ˙=Z
h\Y ˙Uj YfU[Y ˙hU_ ˙h]a Y ˙g ˙ck ˙]h ˙Wci ˙X ˙a YUb ˙mci f ˙UX ˙Wcdm˙]g
Wcb Zi g]b[˙]WghoWa Yfg ˙UbX ˙]Z ˙h\Y ˙Uj YfU[Y ˙hU_ ˙h]a Y ˙g ˙a i WX
ck Yf ˙h\Ub ˙h\Y ˙WX `` Xi fUh]cb ˙mci ˙Wci ˙X ˙\UjY ˙ghUZZ]b[˙]ggi Yg"

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