

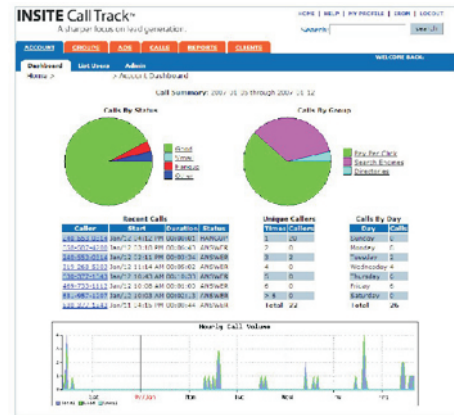
INSITE Call Track™

A sharper focus on lead generation.

Which of your marketing investments is making the phone ring? Find out with Insite Call Track™

If you invest in marketing, it's critical to track the return you receive from your investments. It's important to know not only the sources of your Web site visits and online leads, but also the sources of your phone inquiries. With Insite Call Track™, you'll learn how many incoming calls you receive from your marketing campaigns.

- **Take the guesswork out of evaluating your marketing investments**
- Track incoming calls per marketing source
- See the incoming phone number, time and date, and call duration
- Reverse lookup provides company names for incoming calls
- Keep online digital recordings of incoming calls (optional)
- Real-time online reporting



Insite Call Track™ shows you which marketing programs are generating the most calls.

Here's how it works

A prospect finds your company via Google, Yahoo, online directories or any other source you specify



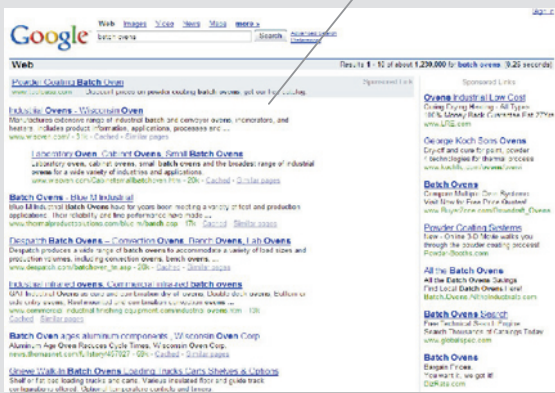
When they visit your Web site, they see a different phone number based on the source that brought them to your site

Organic Google visit

[Industrial Ovens - Wisconsin Oven](#)
 Manufactures extensive range of industrial batch and conveyor ovens, incinerators, and heaters. Includes product information, applications, processes and ...
[www.wisoven.com/ - 31k - Cached - Similar pages](#)

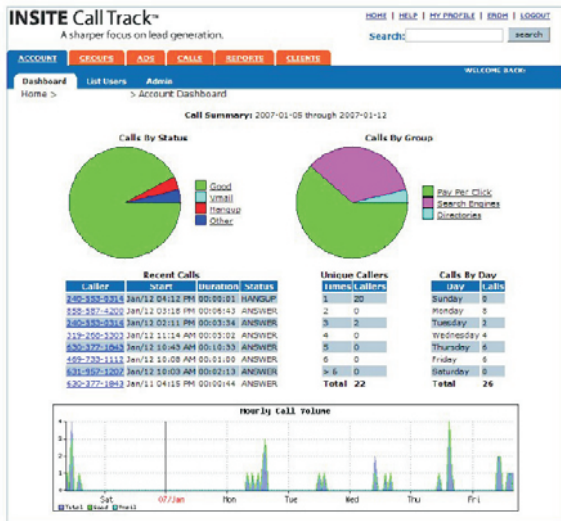
Special tracking number automatically shown

866.742.4422



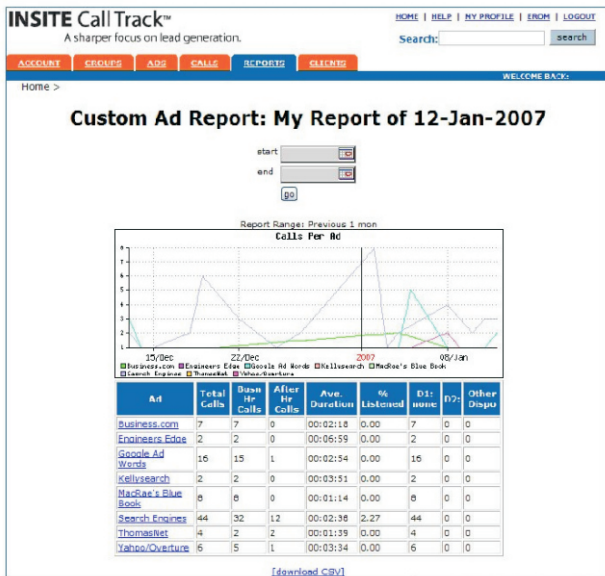
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Insite Call Track™ Summary Report provides a snapshot of your latest calls, call sources, hourly call volume, and more.

Insite Call Track™ Call Report provides a detailed record of incoming calls with caller ID, call source, time, and duration.



Create a variety of custom reports to measure your call activity and sources over time. Learn which marketing investments are paying off.

Reverse Address:
 Name: D R TECHNOLOGIES
 Addr: 7740 Kenamar Ct
 City: San Diego State: CA Zip: 92121

Caller ID	Campaign	Time	Duration	Status
858-587-4200	Google Ad Words	2007-Jan-12 15:18	00:06:43	ANSWER

View detailed information on each call, including reverse phone number lookup to identify the name of the company that called you.