

Delacon's Phone Lead Tracker

Clearly track the phone leads that your website generates for advertisers, improve retention and create a new revenue stream!

Delacon's Phone Lead Tracker will allow your organisation to accurately track exactly how many phone calls your website generates for your advertisers. It will help you reinforce branding, improve retention and grow your revenue opportunities.

How it Works

We provide you with one simple number that you simply place on each of your site listings. Each advertiser is then assigned a unique extension. When a browser on the site calls the number they are asked to input the extension of the company they would like to be connected to.

The call is then transferred to the relevant advertiser. When the advertiser answers the call they hear 'Another lead from...' This fantastic feature will reinforce your organisation's brand and value proposition at the start of every call the advertiser receives from your site.

When the call ends we also send an email to the advertiser, telling them the number that called and the time (this is sent even if the caller hangs up before being answered). This email can also be branded with your logo.

If the call is missed by the advertiser our system will take a message and email this as a sound file to the advertiser's email address - so they will never miss a lead!

And because we provide full call reporting you will be able to on-charge for the leads that you generate to clients at the end of each month. This offers a fantastic new revenue stream.



Business Benefits:

- Track the phone leads that your site generates as robustly as you can track online activity.
- You can charge advertisers for the phone leads that you generate as we will provide you with full reporting.
- The call whisper feature will tell an advertiser that the call has come through from your site at the beginning of every call. And the email at the end will reinforce it again!
- Increase retention as your clients will see how effective your medium is at driving both web and phone inquiries.
- Fast set up, very simple to add new clients or remove old ones as required.
- You can own the phone channel as you can be the only medium providing live tracking!

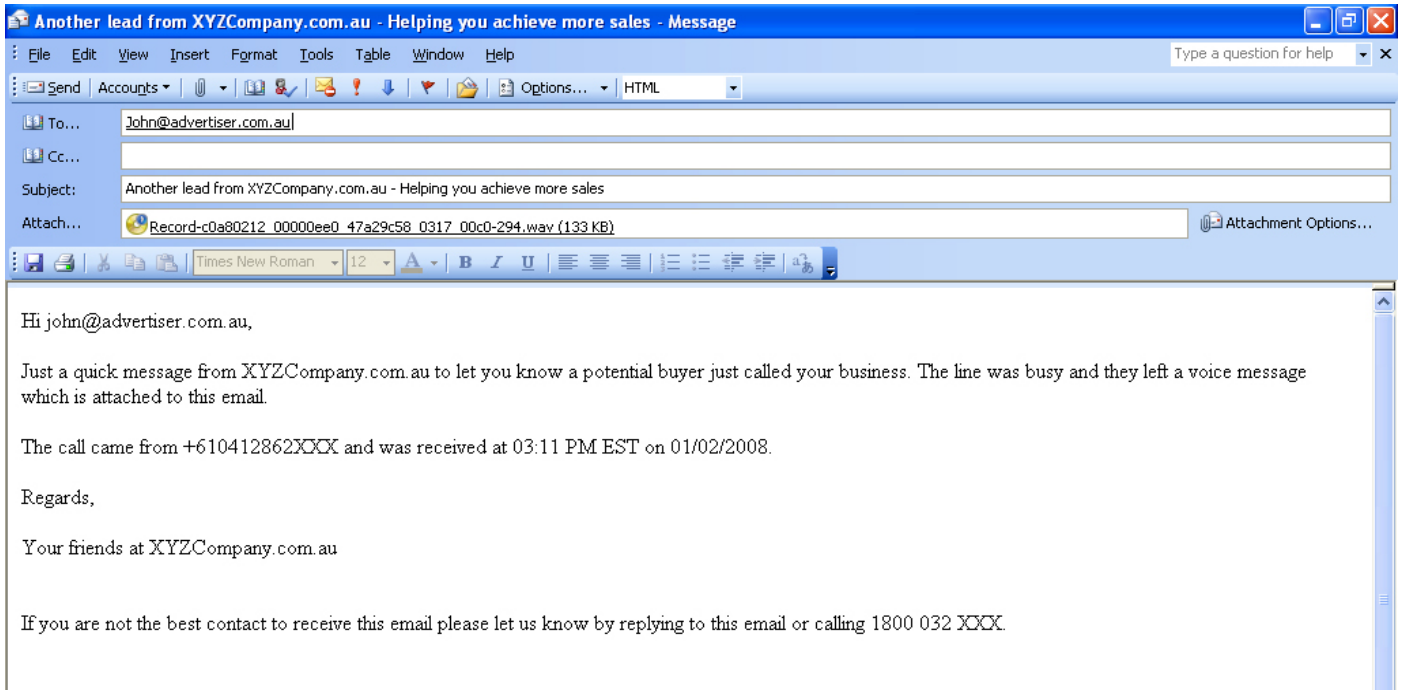
For more information visit www.delacon.com.au
or call us on **1300 990 999**



Phone Lead Tracker

Standard Email

Below is an example of a standard email sent by Delacon's Phone Lead Tracker.



Standard Reporting

Below is an example of a standard report provided by Delacon's Phone Lead Tracker.

Total Charged

Dial In Receptionist

We do not show all records, we show recent

Date - Time Charged	Amount Paid	Number From	DTMF	Email	Number To
04.02.2008 - 11:40	0.43	tel:39583	Seller:dtmf-2 dtmf-0 dtmf-8 dtmf-9		
01.02.2008 - 16:55	0.43	tel:39587	dtmf-0:operator		
31.01.2008 - 10:49	0.43	tel:29439	Seller:dtmf-2 dtmf-1 dtmf-2 dtmf-7		0299669
31.01.2008 - 10:29	0.43	tel:26241	Seller:dtmf-2 dtmf-1 dtmf-5 dtmf-2		0262513
31.01.2008 - 09:22	0.43	tel:24471			
29.01.2008 - 14:53	0.43	tel:74044	Seller:dtmf-2 dtmf-1 dtmf-5 dtmf-6		0740547