Ultimate!
AdTracker

Remember when Advertising was Easy?

Advertising is no longer easy! Making sound choices about advertising will benefit your business. Bad choices will be costly and yield poor results!

HOW DO YOU DECIDE?

With *Ultimate!* **AdTracker** software you can maximize your advertising budget by identifying which of your ads are producing the best results. Activity reports are automatically delivered to you that assess the number of responses generated from the ads you are running. The choice is simple. **Become an Advertising Expert!**
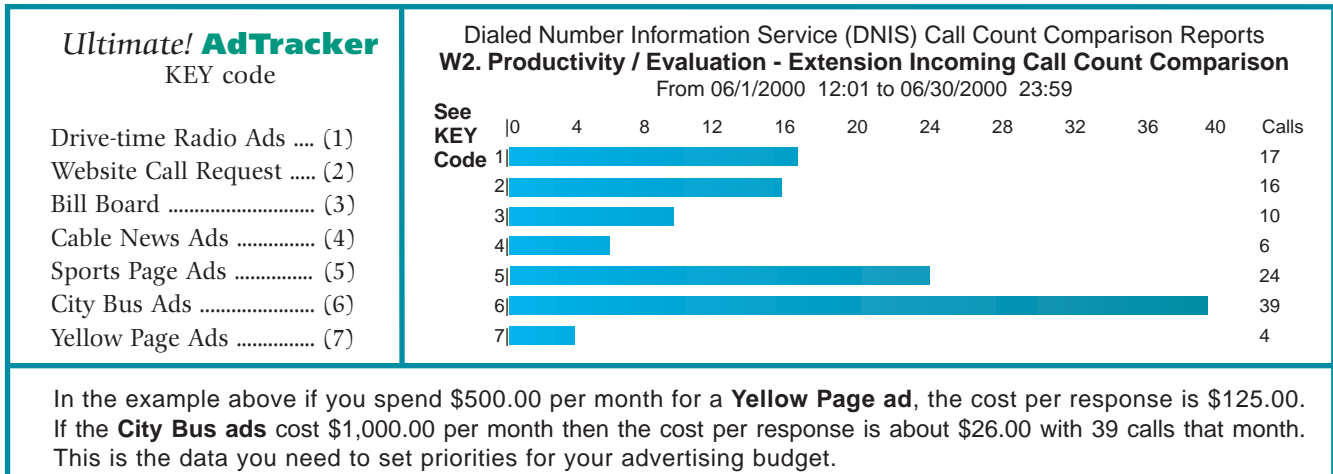
Ultimate! AdTracker

will capture the evidence crucial to advertising decisions that benefit your organization.

Here is how:

1. **SELECT** different phone numbers to be featured with each ad-media you choose.
2. **INSTALL** *Ultimate!* Call Accounting with the *Ultimate!* **AdTracker** module.
3. **ANALYZE** the *Ultimate!* **AdTracker** reports to find:
   - How many calls are placed to each advertised phone number*
   - Measure these results against your advertiser's claims.
   - Negotiate better ad-rates based on objective evidence.
   - Allocate money where you gain the most calls for the dollars you spend

   You may also use caller identification (CID) to identify responsive area codes for national advertising or local exchanges for regional ads.

Ultimate! **AdTracker** helps you make wise decisions as consumers respond to new trends (e.g., internet, cable programming and regional economic changes). *Ultimate!* helps keep your finger on the pulse of the public.

Ultimate! **AdTracker** KEY code

Drive-time Radio Ads .... (1)
Website Call Request ..... (2)
Bill Board .... (3)
Cable News Ads .... (4)
Sports Page Ads .... (5)
City Bus Ads .... (6)
Yellow Page Ads .... (7)

Dialed Number Information Service (DNIS) Call Count Comparison Reports
W2. Productivity / Evaluation - Extension Incoming Call Count Comparison
From 06/1/2000 12:01 to 06/30/2000 23:59

See KEY Code

Code	Calls
1	17
2	16
3	10
4	6
5	24
6	39
7	4

In the example above if you spend $500.00 per month for a **Yellow Page ad**, the cost per response is $125.00. If the **City Bus ads** cost $1,000.00 per month then the cost per response is about $26.00 with 39 calls that month. This is the data you need to set priorities for your advertising budget.

Ultimate! **Call Accounting** software will also help to save your organization money in telecommunications. Our traffic study for lines and voice mail ports is so precise you will "know" exactly how many circuits you need. Automatic browser based reports on employee productivity, calling trends, and department and extension activity are delivered where and when needed.

Ultimate! **AdTracker** Technical Information:
- Windows 2008, 2008 R2, 2012 or Windows 7, 8, 8.1, or 10
- These are normally called DNIS numbers – Dialed Number Information Service – which can be order from you telephone company
- Caller identification (CID) or another service like PRI or ANI

For a live demonstration of the *Ultimate!* **AdTracker** software, call 262-789-9649 between 8 A.M. to 5 P.M. C.S.T.

Website: https://ultimatesoftwareproducts.com/ultimate-call-accounting/
e-mail address: Roy@UltimateSoftwareProducts.com

Left margin: MEDICAL CLINICS · RADIO STATIONS · MEDICAL RESEARCH FACILITIES · RADIO STATIONS · STATE FAIRS · TELEVISIONS STATIONS · DATA AND TELECOMMUNICATIONS SALES AND SERVICE COMPANIES

Right margin: DATA AND TELECOMMUNICATIONS SALES AND SERVICE COMPANIES · PROMOTIONAL EVENTS · STATE FAIRS · RADIO STATIONS · MEDICAL RESEARCH FACILITIES · RADIO STATIONS · MEDICAL CLINICS

Logo: Ultimate! SOFTWARE THAT MAKES CONTACT