



itracMEDIA Performance Reports: They might just make you V.P. of Kicking Butt.

We at itracMEDIA are not just an invaluable resource for your sales team; we also provide the higher-level analysis and insight management needs to judge each campaign's effectiveness, based on your own unique metrics.

Through a combination of leading-edge web technology and old-fashioned analysis, we can tell you what's working and why (as well as what isn't working). And that tells you how and where to spend your time, energy and dollars.

Our performance tracking reports include:

- traffic summary reports
- web analytic reports
- sales summary reports
- task-management reports
(keep tabs on the progress your sales people are having with leads)

If you're senior management, our performance reports will give you all the little details you need to get the big-picture. So you can perform great at bonus time.



Monetization Monitoring Reports: Show the dough to your CFO.

Today's CFO is questioning every \$ of spend and demanding we do more than count clicks and impressions to justify Digital Marketing budgets. They want proof that investing on the web leads to increased Sales... period.

Our new Monetization monitoring service enables you generate real-time CFO Scorecards which illustrate the Sales impact being generating by your digital investment.

You will be able to answer questions like:

1. Is our website and on-line marketing investment driving Sales?
2. If we don't sell anything online, how do we prove Sales impact?
3. If we were going to invest more, where should we spend it?
4. What is the ROI on our digital investment?
5. What is a web visitor or opt-in worth to the company?

Our proprietary iTrac EMS technology plugs right into your existing Digital Marketing program to monitor all of your on-line customer engagements, identify key purchase drivers and generate real-time reports on the increase in Sales and other corporate metrics.

1. CFO Scorecards dashboard (Reach, Engagement, Sales Impact)
2. iProfile integrated tracking tool (website, email, survey, search, media)
3. Survey tools
4. Email deployment & management tool
5. Reporting, Analytics & optimization recommendations

We offer both self-managed and outsourced versions of the Monetization Monitoring service to suit your specific business need.

Over the last 15 years our team has worked with hundreds of companies to pioneer cutting edge digital tracking & investment measurement solutions. Examples include BlackBerry, Wyndham

Hotels, Radisson Hotels, Yahoo, HSBC, Dove, Tim Hortons, Smuckers, Pillsbury, Procter & Gamble, TELUS Mobility, Unilever, Pfizer & RBC Securities.

If your CFO is demanding more we can help. Please contact us to discuss your business needs and set up a 30 minute on-line demo.