



AvidTrak will enable Publishers to track exactly which keyword or ad copy led to the phone call being generated



Call Now: 1.888-592-2921

As an AdWords advertiser you now have full visibility of all your online and offline conversions and can allocate your ad budgets as well as keywords bid knowledgeably





AvidTrak for Affiliate Networks

Increasingly, in today's world, conversions are generated offline even though the traffic is generated online. For instance, large Advertisers want to pay Affiliates/Publishers only per offline phone call or offline coupon redemption. As a result, "Pay Per Call" is becoming a "must have" for Affiliate Networks. (Note the recent Commission Junction announcement).

AvidTrak for Affiliate Networks enables Advertisers to:

- 1) Only pay their Affiliates or Publishers per phone call generated
- 2) Only pay their Affiliates or Publishers for a coupon redeemed at a physical store

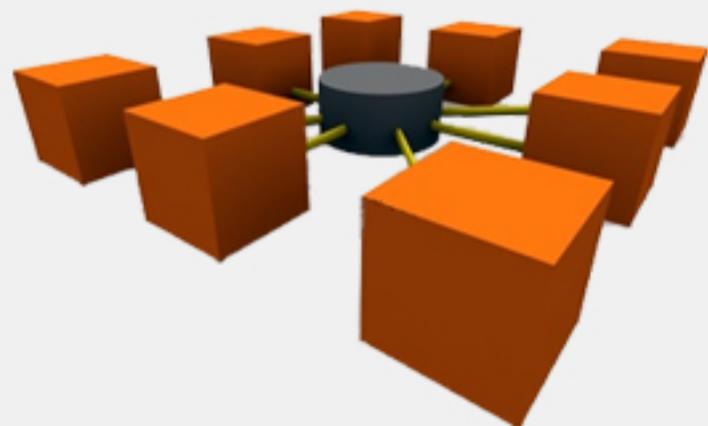
In both cases, the Affiliate or Publisher website could be the source of the original traffic, and our proprietary technology enables the Advertiser to pay the right Affiliate the commission for the offline conversion.

AvidTrak is built on top of the Callture APIs which enables automated and quick provisioning of thousands of new phone numbers. A unique phone number is associated with every Affiliate to provide 100% accuracy in giving the correct Affiliate credit for the offline phone call. As an example, if there are 100 Affiliates all promoting a particular Advertiser, each Affiliate gets their own phone number. All 100 phone numbers are forwarded to the Advertiser's corporate phone number where the phone rings.

AvidTrak's User Interface (UI) provides:

- Date, Time and Duration of phone call attributed to each respective Affiliate and
- If needed, a call recording of each respective phone call
- Assignment of telephone numbers to Affiliates is a simplified process
- Daily/Weekly individual Affiliate campaign success reports may be published and emailed in an automated manner

If Publishers or Affiliates themselves are bidding on AdWords keywords, to generate traffic to their own site, then AvidTrak will also enable such Publishers to track exactly which keyword or ad copy led to the phone call being generated. This allows the Publishers to optimize their own ad campaigns. AvidTrak's UI can be set up to provision web only telephone numbers for such keyword tracking campaigns.





AvidTrak for Search Engines

It's 2 PM and your Google AdWords Campaign is making your phone ring off the hook; that's the good news. Now for some bad news: Your ad campaign's budget is about to run out and you have no clue as to which one of your 1200+ keywords is getting you the phone calls. Do you as an AdWords advertiser:

- Increase your budget for all your ad campaigns?
- Decrease your max CPC bid for every keyword?
- Call Media Flint and have them set you up with AvidTrak?

Businesses such as Lead Generators who use Pay per Click search advertising as a means to deliver phone leads are confronted with the problem of keyword attribution. Simply put this means how do you allocate maximum ad spend only on those keywords which are resulting in the desired phone calls?

AvidTrak for Search Engines enables you to simply, cost effectively and reliably track the keywords that are creating your offline conversions.

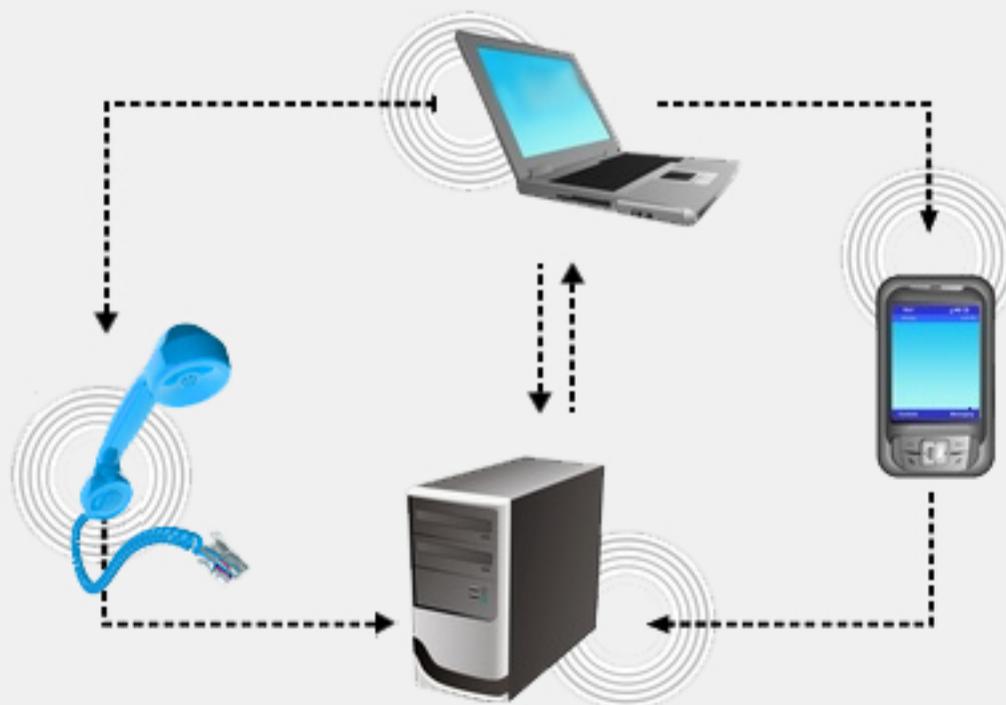
AvidTrak is a proprietary product developed by Media Flint specifically for internet search advertisers who need a cost effective way to accurately determine the keywords that are leading to their offline conversions.

AvidTrak is simple and easy to use

AvidTrak works by generating a unique web only toll free telephone which appears on the landing page related to your ad.

Using multiple phone numbers per Ad Campaign and Session Ids, The AvidTrak software has a record of the keyword query that generated the click to the landing page. When a visitor to your site calls that unique phone number, AvidTrak credits the keyword with the phone call and reports on the converting keyword.

As an AdWords advertiser you now have full visibility of all your online and offline conversions and can allocate your ad budgets as well as keywords bid knowledgeably.





How do I set up AvidTrak?

It's simple and straightforward. Here are the steps:

1. Call Media Flint and we will set you with an account or you may set it up yourself using our easy account sign up.
2. After your account set up is complete we will issue you an account user ID and password.
3. You will then log in to your account and provide us with your Google, Yahoo and Microsoft user account numbers.
4. Media Flint will then access your account to determine the number of keywords that are within your accounts. We will then make recommendations on the type of package you will require.
5. You will select your package and pay for a one month (30 day) use
6. We will process your payment and then email you snippets of java script code which you will be required to install on your ad landing pages. Alternatively, Media Flint can perform this work for you at an extra charge.
7. After the snippet of code has been installed we will test it to verify its accuracy.
8. We will send you a confirmation email to advise you that AvidTrak is now live.
9. You may activate email alerts to inform you every time a conversion takes place.
10. Five days prior to the expiration of your subscription you will receive an email reminder from Media Flint seeking your confirmation to renew your subscription. If we do not receive your confirmation your subscription will be allowed to expire.

AvidTrak can be saving and making you money for as little as 4 cents per minute. So call now and our AvidTrak experts will guide you to the right AvidTrak tracking plan.





AvidTrak - Phone Tracking For Banner Ads

Content based internet advertising consisting of banner ads, does a great job of creating awareness of your brand. However, as an advertiser you're still faced with the challenge of figuring out which internet sites deliver you the best return on investment. You can use expensive consultants and sophisticated analytics tools to figure out a site's ROI metrics or you could be savvy and cut to the chase by using AvidTrak - Phone Tracking For Banner Ads (PTBA).

AvidTrak PTBA is a widget specifically designed to tell you which banner ad on which media property is leading to your conversion goal. For example you may be an insurance company running banner ads, with your toll free number, on Google's Content Network. You are getting calls but you don't quite know which one of the Google Content Network content sites is delivering you the calls. By deploying AvidTrak your days of flying blind are gone. AvidTrak PTBA will deliver to you in near real time confirmation data on which creative on which publisher's site is bringing in your calls.

Sounds good? There's more. AvidTrak can be leveraged to deliver downloadable coupons which can be used to track off line conversions. As an advertiser you can advertise your downloadable coupons on thousands of sites and know which site delivers you the best ROI on coupon download. This is the simple part. Now what if you knew which publisher's site was actually leading to the coupon being physically redeemed at a store? Hey coupon downloads are great but physical redemptions of coupons that lead to revenue are so much better. By using AvidTrak for coupon tracking, you will have absolute data on the sites that are scoring you offline conversions.

If you're not using AvidTrak to track your offline conversion, then chances are that there's plenty of money that you're leaving on the table. So call or write to us today for a demonstration of AvidTrak and let us show you how to pocket that money!

