

# Sell More Phones with Real Time Call Tracking Reports



Real time call tracking reports present you with a wealth of precise information on incoming calls to toll-free numbers. This information allows better targeting and refinement of marketing efforts and eliminates guesswork and uncertainty about which ads work and which ones don't. Easily accessible online, the reports are constantly updated in real time so that call data is always current. Various 800 Response call tracking reports enable you to:

- build a database of sales leads
- examine a wide range of call data
- analyze ad campaign results
- access demographic information on callers
- better allocate personnel based on calling patterns
- export data into other programs

Report:	Number/Campaign:	Date:
Snapshot	All Numbers	Last week
<b>Snapshot for All Numbers</b> Demo Account (demo) Last week (Sunday, September 30th 2001 to Saturday, October 6th 2001) Covers 348 calls totalling 749.4 minutes during 7 days (5 weekdays)		
Total number of calls processed	348	
Total time in minutes	749.4	
Average length of call in minutes	2.2	
Average minutes of use per day	107.1	
Average calls per day	49.7	
Average calls per weekday	69.6	
Average minutes of use per weekday	149.9	
City most often called from		
Based on total time	Pompanobch, FL (44.1 minutes)	
Based on number of calls	Pompanobch, FL (19 calls)	
Busiest day		
Based on total time	Monday, October 1st 2001 (197.5 minutes)	
Based on number of calls	Monday, October 1st 2001 (89 calls)	

## Snapshot Report

Our customers typically look at the snapshot report first because it is a very helpful and easy to use report that consolidates data from other reports. The snapshot report provides a quick overview of how your custom 800 number is being used, and allows you to quickly identify trends that need to be examined further.

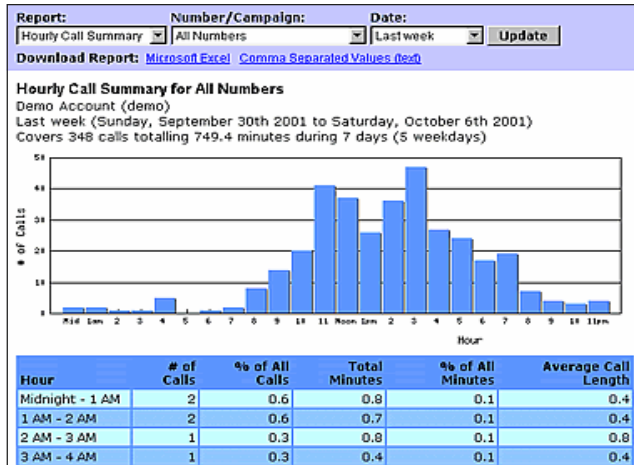
## Call Detail Report

The enhanced Call Detail report includes access to a powerful optional service — web-based call recording (described separately). Call data is updated continuously, and callers' demographic information is easily accessible via a hypertext link.

Report:	Number/Campaign:	Date:			
Call Detail	All Numbers	Last week			
Page: 1 of 18 <a href="#">Next &gt;</a> Download Report: <a href="#">Microsoft Excel</a> <a href="#">Comma Separated Values (.csv)</a>					
<b>Call Detail for All Numbers</b> Demo Account (demo) Last week (Sunday, September 30th 2001 to Saturday, October 6th 2001) Covers 348 calls totalling 749.4 minutes during 7 days (5 weekdays)					
Day	Date	Time	From #	From Location	Minutes
Sun	09/30/01	12:36 AM	917-XXX-XXXX	New York, NY	0.4
Sun	09/30/01	1:55 AM	504-XXX-XXXX	St Bernard, LA	0.5
Sun	09/30/01	1:56 AM	732-XXX-XXXX	Toms River, NJ	0.2
Sun	09/30/01	8:36 AM	717-XXX-XXXX	Lancaster, PA	0.1
Sun	09/30/01	8:36 AM	717-XXX-XXXX	Lancaster, PA	1.1
Sun	09/30/01	12:16 PM	870-XXX-XXXX	Camden, AR	0.4
Sun	09/30/01	12:17 PM	773-XXX-XXXX	Chicago, IL	1.5
Sun	09/30/01	2:54 PM	423-XXX-XXXX	Cleveland, TN	0.7
Sun	09/30/01	2:56 PM	423-XXX-XXXX	Cleveland, TN	1.3
Sun	09/30/01	8:05 PM	817-XXX-XXXX	Glendale, TX	0.3
Sun	09/30/01	10:43 PM	907-XXX-XXXX	Metlakatla, AK	0.5
Mon	10/01/01	3:38 AM	801-XXX-XXXX	Salt Lake, UT	0.4
Mon	10/01/01	7:27 AM	860-XXX-XXXX	Hartford, CT	0.7
Mon	10/01/01	9:18 AM	224-XXX-XXXX	Thomaston, AL	0.4

## Revenue Solutions for the Wireless Industry

# Real Time Call Tracking Reports When Do Customers Call?

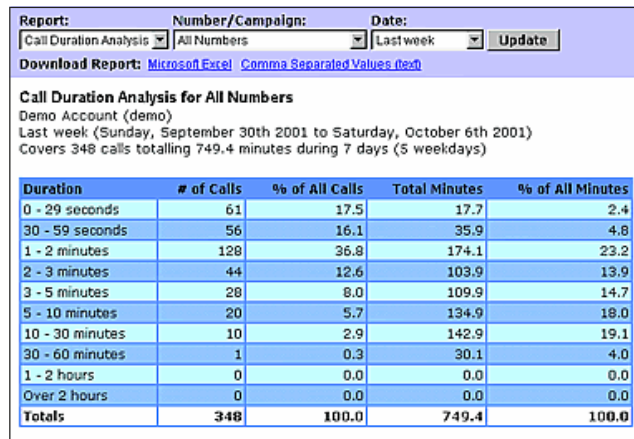
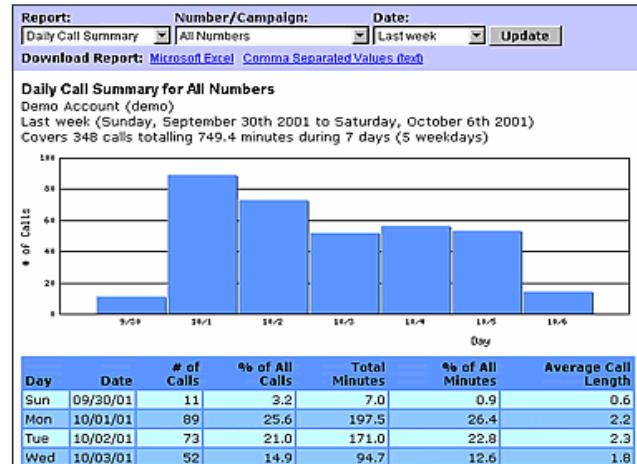


## Hourly Call Analysis

This report shows total calls, total call time, and average call lengths for each hour of the day. Knowing which hours of the day your business receives the most calls allows you to staff appropriately to accommodate peak call volumes.

## Daily Call Analysis

Summarizing call activity during the course of the week, this reports allows users to pinpoint the peaks and valleys in call volume, and to assess if a particular media buy has a measurable impact (i.e., newspaper and radio).



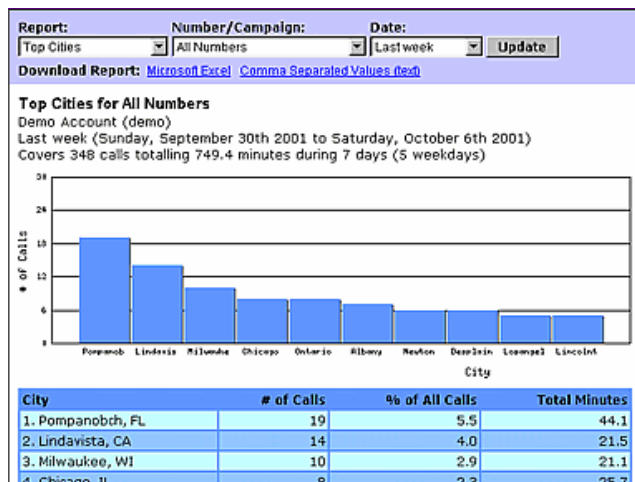
## Call Duration Report

How long are your retail sales representatives on the phone? What is the average call length? This report presents this information in clear and concise way.

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# Real Time Call Tracking Reports Where Do Calls Originate?

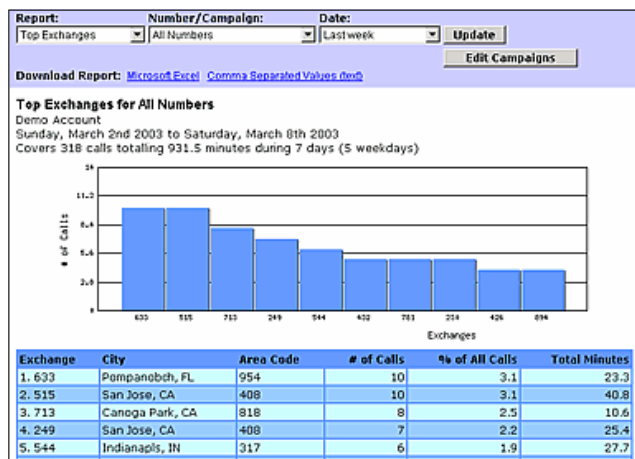
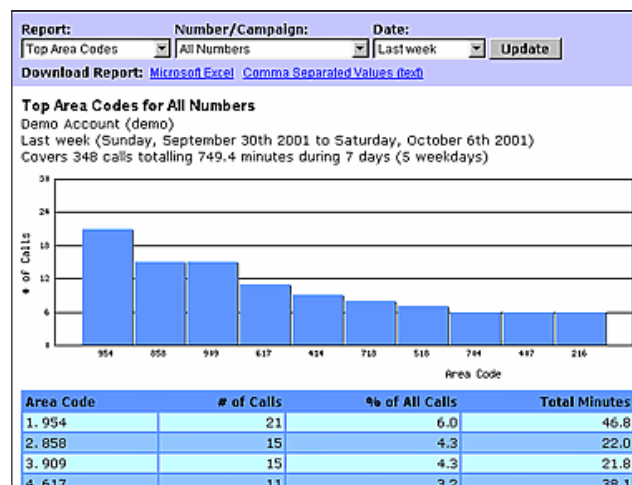


## Top Cities

Where do your prospects live? Do your media placements match where your calls are actually coming from? Are you getting calls from unexpected areas? This information is revealed in the 'Top Cities' report.

## Top Area Codes

A variation of the 'Top Cities' report, using area codes instead of geographic location.



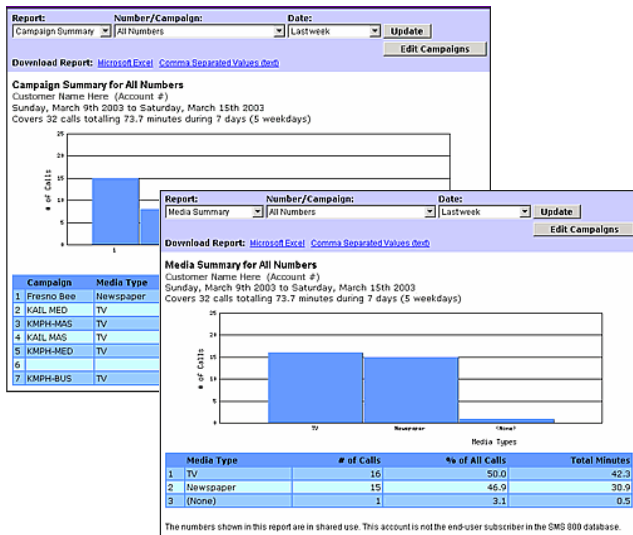
## Top Exchanges

A further refinement of the 'Top Area Codes' report, this report shows which local telephone exchanges dial your custom 800 number most frequently.

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# Real Time Call Tracking Reports Advertising Tracking and Repeat Callers



## Campaign Summary Report

The Campaign Summary\* report lists all numbers assigned to specific media buys for easy analysis of which placements generate more leads than others.

## Media Summary Report

The Media Summary\* report consolidates information on various campaign components so that the effectiveness of various types of media may be compared.

\*These reports are available to users who enter campaign data through an online campaign editor.

## Repeat Callers Detail

Do certain numbers call in to your business repeatedly using your toll-free number? And are these repeat calls a legitimate use of your toll-free services? This report presents data to answer these questions.

**Repeat Callers Detail for All Numbers**  
Demo Account (demo)  
Last week (Sunday, September 30th 2001 to Saturday, October 6th 2001)  
Covers 348 calls totalling 749.4 minutes during 7 days (5 weekdays)

Originating #	Location	Day	Date	Time	Minutes	# of Calls
954-xxx-xxxx	Pompanobch, FL	Mon	10/01/01	3:30 PM	3.2	
		Mon	10/01/01	3:34 PM	0.4	
		Mon	10/01/01	3:34 PM	0.6	
		Mon	10/01/01	3:37 PM	0.4	
		Mon	10/01/01	3:38 PM	0.1	
		Mon	10/01/01	3:40 PM	0.4	
		Mon	10/01/01	3:40 PM	0.6	
		Mon	10/01/01	3:41 PM	2.6	

*We are pleased to offer these powerful tracking reports through our partnership with **800response**.*

*Have questions? A web demo is available. Call 978-887-8008 today, and we will be happy to answer any questions for you.*

**Revenue Solutions for the Wireless Industry**

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