



## **Inter/Media Advertising Offers State-of-the-Art Response Call Sales Tracking System, AccuTrak®**

### **Increases Advertiser's Ability to Use Brand-Building Vanity Number**

Until recently, when using 800 numbers for direct response television campaigns, advertisers wanting to know what spot on what media generated a specific call have had to rely on an unsophisticated guess that it was the one that ran closest to the time of the received call.

But now, there is a new service that enables a very sophisticated and technologically advanced computer program to pinpoint the likely origin of a call to the market, the media and the specific spot.

Inter/Media Advertising offers as part of its suite of services the state-of-the-art, exclusive and proprietary lead/sales tracking system AccuTrak® with the Multi-Index Platform®. Inter/Media is a fully integrated advertising agency that uniquely blends direct response advertising with general market techniques. The company has applied its distinctive combined talents to such such recognized brands as US Army, Johnson and Johnson, Neutrogena, Ubisoft, Budget Blinds, Fly.com, Biotab Nutraceuticals, Marinello Schools of Beauty, Corinthian Colleges, GMAC Insurance, Armor All, Glad, Clorox Brands, Ubisoft, Black & Decker, Vonage, Sanyo, Discover Card, Ralston Purina, Auto Insurance Specialists, Public Storage, Breath Asure, Alteril Natural Sleep Aid, Video Professor and ditech.com, among others. AccuTrak has contributed significantly to the firm's leadership in the direct response advertising industry.

AccuTrak enables Inter/Media to assign the call to a specific spot with a very high degree of accuracy. Thus AccuTrak, which is utilized in conjunction with each of the agency's media plans, enables Inter/Media and the advertiser to micro-manage the advertising campaign, investing precious dollars where they are best utilized.

"AccuTrak optimization provides to our staff and our clients the kind of intelligence that makes direct response media buying an exact science, not a product of guesswork," says Robert Yallen, CEO of the Inter/Media Group of Companies. "The reassurance and flexibility it provides means a big difference on the bottom line."

(more)

The Multi-Index Platform allows for AccuTrak to be customized for various client and media fluctuations, thanks to its proprietary software.

Inter/Media originated AccuTrak in 1983. The program has since been refined by Inter/Media to calculate ever more complicated and specific variables into its system. With AccuTrak uses its statistical base to supersede even what a veteran media buyer might judge to be the logical origination of a call. One example might be the traditional bias that media buyers have for assigning calls to local media instead of national after spots air.

Consider, also, the confusing issue of market signal spill-over. A commercial runs on KCOP in Los Angeles and KFMB in San Diego simultaneously and a call is generated from zip code 92056 (Oceanside, CA), which is within the San Diego DMA border. Most systems will not recognize KCOP as a possible source due to the signal originating outside the San Diego DMA and will automatically source to KFMB. Since DMA's are defined by Nielsen and contain specific zip code boundaries, various spill-over effects are not recognized by other tracking systems. AccuTrak takes this into consideration allowing for more precise tracking of concurrently running media schedules locally, regionally, and nationally.

The accuracy of Inter/Media's AccuTrak opens the door for advertisers to utilize one nationally recognizable and brand-building vanity number. Inter/Media's experience and research has proven that using one vanity number consistently can increase sales by as much as 40%.

However, due to limited tracking ability in the past, advertisers have necessitated using multiple 800 numbers to determine where calls originate. But with Inter/Media's proprietary system, it has enabled the company to pioneer the use of nationally recognized vanity numbers for clients who can then turn their vanity number into a secondary branding tool.

"No other system offers the kind of sophistication that AccuTrak offers to Inter/Media clients," notes Yallen. "It's the kind of benefit that helps secure an agency-advertiser relationship for the long term."