



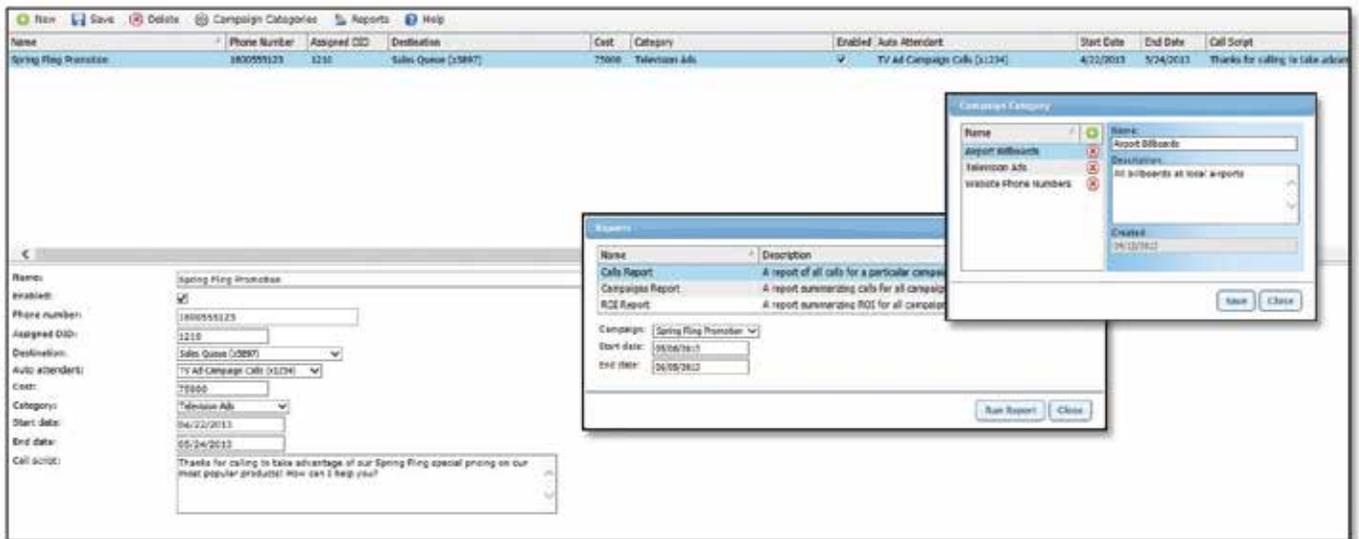
Wave Campaign Tracker

Increase your marketing ROI.



On average, most businesses spend anywhere from 1% to 10% of their total revenue on marketing and advertising. Often, though, they have no idea if that expense is translating into more sales, or simply going into a budgetary black hole. The Vertical Wave Campaign Tracker can help you track the success of print, electronic, direct mail and online campaigns to be sure you're getting an equitable return on your marketing and advertising investment. It also eliminates the need for costly outside marketing tracking services.

A web-based, add-on application for the Vertical Wave IP business communication system, Campaign Tracker makes it simple to quickly set up and track marketing campaigns and costs. With it, you can assign each campaign a specific direct-dial number and designate customer calls to be routed to the appropriate person or team to handle. Campaign offer information is screen-popped to call-takers via the Vertical Wave IP's ViewPoint desktop and mobile interfaces so wherever your staff is, they have the details available at the tap of a finger or click of a mouse.



The Wave Campaign Tracker software lets you easily track advertising costs and results, eliminating the need for and ongoing expense of monthly outside marketing reporting services.

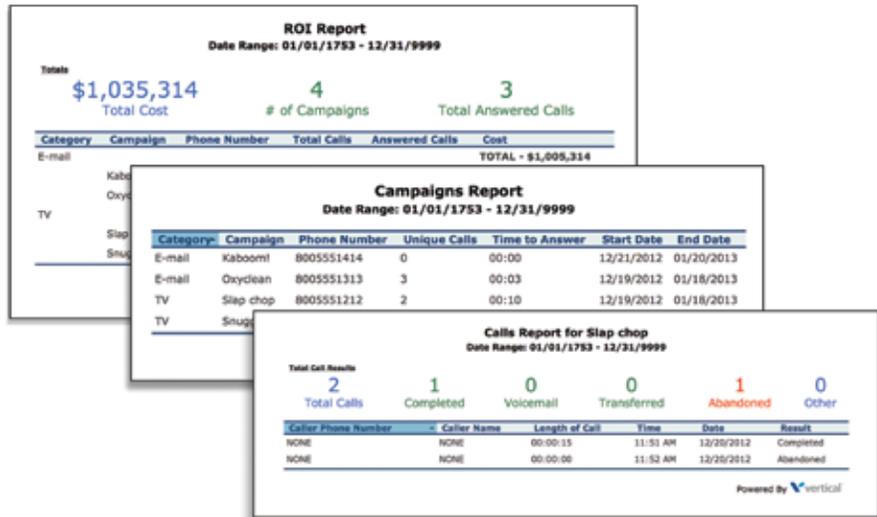


Custom campaign reporting

Campaign Tracker also makes it easy to generate custom reports that show the number of calls per campaign and general categories, as well as details on the number of unique callers and average length of call.

Reduce operating costs

Compared to costly outside marketing tracking services many businesses pay \$1,000 to \$3,000 a month for, the Wave Campaign Tracker application is included with the Vertical Wave IP unified communications system, so you can eliminate those ongoing monthly expenses, reduce operating costs and enjoy a sustainable ROI on your marketing investment.



For more information on solutions from Vertical Communications®, call 1-877-VERTICAL, or visit www.vertical.com.

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