



Wave Campaign Tracker

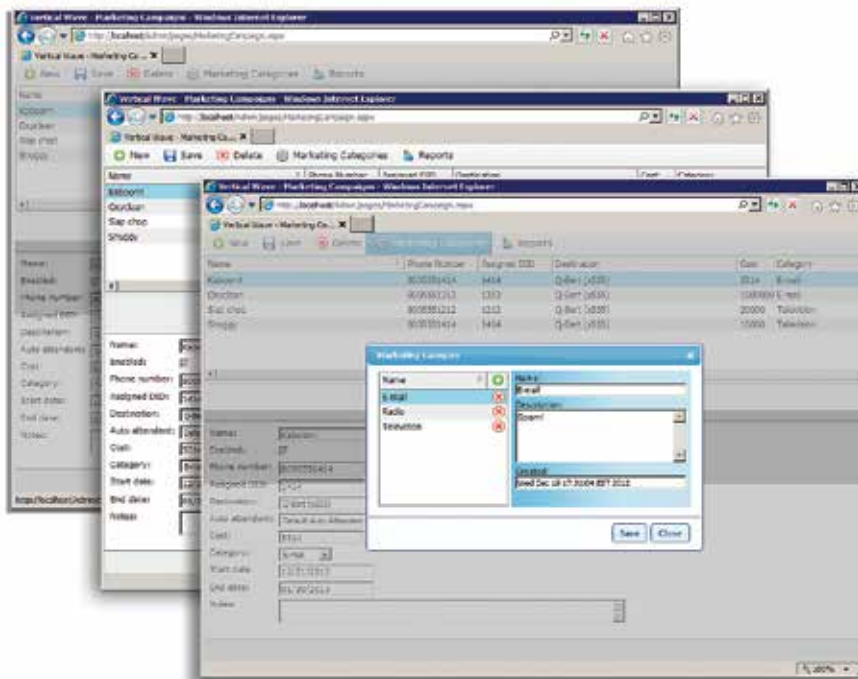
Increase your marketing ROI.



Auto dealers spend \$8 billion a year on marketing and advertising – about 10% of their total revenue.* Often, though, they have no idea where that money is going and if that expense is translating into more sales.

Marketing costs equal approximately 1% of every new vehicle sale, so you need to know you're getting an equitable return on investment on every advertising campaign you run – through the Internet, newspaper, T.V., radio, direct mail and/or social media. And you shouldn't have to wait to find out in a monthly report from an expensive, outside tracking service. With the web-based Wave Campaign Tracker application on your Vertical Wave IP™ Communications Platform, you can easily track and cost-effectively manage all of your advertising campaigns and costs. In-house. In real time.

Included in the exclusive Vertical Wave IP™ Auto Dealer Communications Suite, Campaign Tracker makes it simple to quickly set up and track the effectiveness of your marketing campaigns. As part of the Wave IP communications system, Campaign Tracker makes it easy to assign individual direct-dial numbers to each campaign so calls are automatically routed to the right person in your business development center. Call-takers receive campaign offer information via screen-pops through the Wave IP's ViewPoint desktop and mobile interfaces, so whether they're in the BDC or working remotely, they have all campaign details available at the tap of a finger or click of a mouse.



The Wave Campaign Tracker application for auto dealers is included with the Vertical Wave IP communications system. The embedded marketing campaign reporting software lets you easily track advertising costs and results, eliminating the need for and ongoing expense of monthly outside marketing reporting services.

*Source: NADA DATA 2014 Annual Financial Profile of America's Franchised New-Car Dealerships

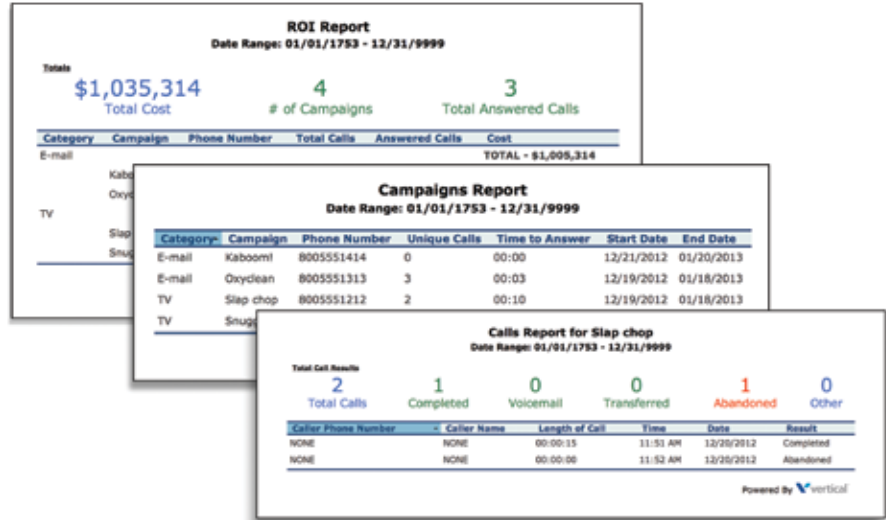


Custom campaign reporting

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 dealers pay \$1,000 to \$3,000 a month for, the Wave Campaign Tracker application is included with the Vertical Wave IP 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 Automotive Solutions from Vertical Communications®, call 1-877-VERTICAL, or visit www.vertical.com.

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