



# Using Customore Dashboard To Measure Campaigns



## What gets measured gets managed

- At Customore, we have a firm belief that a campaign should not be started unless you can calculate your return on investment.
- Our Customore Dashboard was created to allow our clients to see how their marketing campaigns perform.
- We track e-mails, phone calls and web events for every campaign you start.
- You login and see how your marketing is performing all in one location.



## Executive Summary

- Our Executive Summary gives you a snapshot of how your campaigns have performed over the last six months.
- Facts such as cost, e-mails leads, phone call leads and cost per lead are used to manage your marketing campaigns.
- Clicking through to the phone and email reports gives more detailed information on your contacts.
- Clicking through to the costs will detail where your marketing dollars have been spent during the last month.

The screenshot shows the Customore web application interface. At the top, there is a navigation bar with the Customore logo and a 'Logout | Help' link. Below the navigation bar, there are tabs for 'Main Menu', 'Edit Profile', 'Contact Forms', and 'Reports'. The main content area displays a 'Client Summary Report By Month' table with 6 items found. The table has columns for Date, Cost, Impressions, Clicks, CTR, Emails, Phone Calls, Leads, and Cost Per Lead. Below the table, there are export options for CSV and Excel. At the bottom of the page, it shows 'Logged in as: Test User' and a copyright notice for 2007 The Incrementum Group, LLC.

Date	Cost	Impressions	Clicks	CTR	Emails	Phone Calls	Leads	Cost Per Lead
Sep 2008	\$1,060.21	21485	289	0.01	8	20	28	\$37.86
Aug 2008	\$839.72	13606	230	0.02	4	38	42	\$19.99
Jul 2008	\$1,281.60	19661	352	0.02	11	48	59	\$21.72
Jun 2008	\$1,389.47	20260	380	0.02	8	29	37	\$37.55
May 2008	\$1,491.51	21136	416	0.02	6	29	35	\$42.61
Apr 2008	\$1,597.32	21503	467	0.02	8	37	45	\$35.50

Export options: [CSV](#) | [Excel](#)

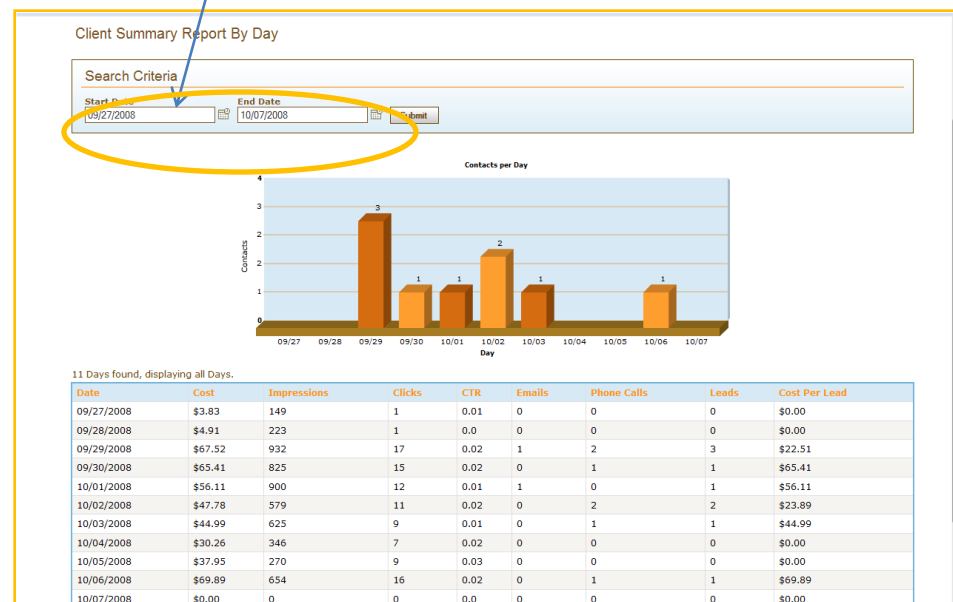
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## Your Daily Dashboard

- Our daily report gives you insights into how your campaigns perform during a given day.
- Facts such as cost, e-mails, phone calls and cost per lead are used to manage your marketing campaigns.
- By understanding when people are more likely to contact you, we can help you day part your campaigns for a time of day, day of the week or time of the month.

**Date range flexibility gives you the ability to change the timing of the report**





## E-mail Reporting

- As someone contacts you we not only send you an e-mail lead but also record the information for your performance reporting.
- Our e-mail report gives you detailed feedback on the contacts received.
- Additionally, you can gain an understanding of what keywords people who contacted you used to find your business.

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Logout | Help

Main Menu | Edit Profile | Contact Forms | Reports

Contact Email Report

Search Criteria

Start Date: 07/01/2008 | End Date: 07/31/2008 | Submit

11 Emails found, displaying all Emails.

First Name	Last Name	Phone Number	Email Addr.	Date/Time
Tom	Jones	7735551234	tomjones@email.com	Wed 07/30/2008 03:46 PM
Tom	Jones	7735551234	tomjones@email.com	Sun 07/27/2008 01:56 PM
Tom	Jones	7735551234	tomjones@email.com	Thu 07/24/2008 09:16 AM
Tom	Jones	7735551234	tomjones@email.com	Tue 07/22/2008 11:37 AM
Tom	Jones	7735551234	tomjones@email.com	Mon 07/21/2008 10:31 AM
Tom	Jones	7735551234	tomjones@email.com	Wed 07/16/2008 02:23 PM
Tom	Jones	7735551234	tomjones@email.com	Tue 07/15/2008 12:51 PM
Tom	Jones	7735551234	tomjones@email.com	Fri 07/11/2008 12:04 PM
Tom	Jones	7735551234	tomjones@email.com	Wed 07/09/2008 02:09 PM
Tom	Jones	7735551234	tomjones@email.com	Mon 07/07/2008 04:34 PM
Tom	Jones	7735551234	tomjones@email.com	Tue 07/01/2008 05:51 PM

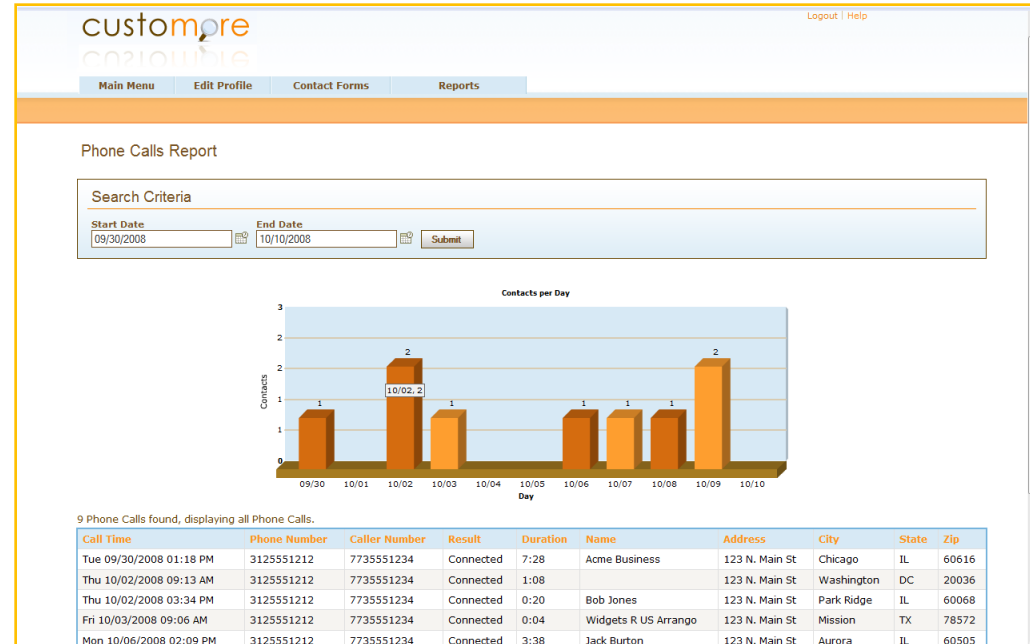
Export options: CSV | Excel

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## Phone Tracking

- Phone tracking allows you to see what people have been calling your business.
- By reviewing the days of the week calls are generated and the time of day when people are more likely to call, we can adjust your pay per click strategy.
- Call duration can help you analyze the interest levels of these customers. How long they stayed on the line can also be an indication of how well your sales people interact with customers.





## Keyword Performance

- Our Customore Dashboard not only gives you intelligence around the cost per lead, but also what keywords are driving people to contact you.
- We can adjust your bidding on an individual keyword based on how well it performs, stop advertising for a give keyword, or lower the amount you are willing to pay.
- By analyzing your campaigns at this micro level, we can more efficiently maximize your return on investment.

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Logout | Help

Main Menu Edit Profile Contact Forms Reports

Adword Summary Report

Search Criteria

Start Date: 09/30/2008 End Date: 10/10/2008 Submit

74 Adwords found, displaying 1 to 25.  
[First/Prev] 1, 2, 3 [Next/Last]

Keyword	Publisher	Impressions	Clicks	Cost	Ctr	Emails
Internet Marketing	Google	178	1	\$4.47	0.01	0
PPC	Google	293	1	\$4.93	0	0
Search Advertising	Google	77	0	\$0.00	0	0
Google Ads	Google	173	2	\$9.47	0.01	0
Chicago Search Terms	Google	132	2	\$9.49	0.02	0
How to advertise online	Google	10	0	\$0.00	0	0
Pay Per Click	Google	56	1	\$3.49	0.02	0
Bid Management	Google	45	0	\$0.00	0	0
Ad Spend	Google	12	0	\$0.00	0	0
Google Advertising	Google	56	2	\$6.22	0.04	0
Yahoo Advertising	Google	774	10	\$43.35	0.01	0
Yahoo Ads	Google	313	2	\$9.70	0.01	1
MSN Ads	Google	1207	16	\$63.37	0.01	0
Efficient Marketing	Google	13	2	\$7.30	0.15	0
Search Optimization	Google	16	0	\$0.00	0	0



## Maximizing Your Marketing Dollars

- We believe that to maximize your marketing investment, you must be able to track your results.
- We have placed a significant investment in the technology necessary to effectively measure your online and offline campaigns.
- The Customore Dashboard provides you a place to login and evaluate the performance of your marketing campaigns to determine if you are effectively spending your marketing budget.
- To find out how you can use the Dashboard to measure your marketing spend, call 312-640-0227.