

Problem

Tired of spending marketing dollars and not knowing what your prospects think, how they react to your campaign or what you could have done to generate more sales?

Solution

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E-marcom, inc. has developed DigiTrack™, an internet-based data tracking system that provides real time, client specific information on any CD-ROM, email campaign or online presentation distributed in the marketplace. On any interactive campaign sent out, the DigiTrack™ system provides high quality feedback on any number of items such as viewer preferences, campaign efficiency, and marketplace choices. The data generated can not only save clients time and money but also enable optimization of future marketing campaigns and more targeted marketing efforts.

DigiTrack™ is able to capture information on three distinct levels: Activity, Content or Viewer Tracking.

ACTIVITY TRACKING

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Activity Tracking is designed as a basic plan that will return high level, general information such as Number of Total Views, Unique/ Repeat Sessions, Time and Date of Session, etc.

CONTENT TRACKING

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Content Tracking builds on Interactive Tracking and measures information specific to the interactive content. A viewer's patterns are followed and recorded and provide valuable information about products or services offered by a DigiTrack™ client. Content Tracking variables can include which sections were visited in a CD-ROM or dynamic email, time spent in each section, the duration of the total session, etc.

VIEWER TRACKING

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Viewer Tracking is designed to work in conjunction with a mailing distribution list and provide unprecedented feedback on individual customer behavior and purchasing patterns. Using a proprietary unlocking system, e-marcom can identify who viewed the CD-ROM, online presentation or email. When used with Content Tracking, individual preferences and buying history can be determined.

DigiTrack™ clients are able to view DigiTrack™ activity by logging online to a client specific account. Reporting is available for up to the minute usage and can be sorted to meet search criteria. DigiTrack™ reports provide useful information for making adjustments to items such as marketing strategies, future campaigns or even product/services lines.

REPORTING

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DigiTrack™ can be implemented into existing CD-ROM, email or online presentation or integrated into new presentations engineered, designed and created by e-marcom.

IMPLEMENTATION

