



e-Commerce Optimization Services



eStara Call Tracking provides the proof of performance needed to show clients a true return on their advertising investment:

- **Monitor campaign effectiveness and prove ROI to advertisers and clients in real-time, while ensuring clients get more qualified leads than other methods of contact.**
- **Demonstrate to advertisers the value of buying ad space on/in your properties. By quantifying which sites generate the most caller response, media companies gain competitive advantage.**
- **Supplement online pay-for-click programs with a new, more effective model – pay per call.**
- **Help clients measure results and qualify leads better than other direct response methods. Provide clients with contact information for every caller.**
- **Use call recording features to help clients improve their customer service and follow up on unanswered calls.**
- **Enhance business development efforts by articulating marketing campaign ROI to prospects and existing clients. Identify opportunities to acquire, retain and up-sell based on aggregate client performance data.**



eStara Call Tracking

Measure your advertising performance to attract more customers, grow revenue streams, and demonstrate ROI

Track and measure improvements in marketing performance

Measuring marketing performance is critical to demonstrating return on investment, particularly for media companies and publishers who want to attract and keep their advertising clients. More and more, today's progressive and proactive media companies are turning to sophisticated technologies to track and measure actions and leads generated from online and offline ad campaigns, and use this data to build new revenue streams.

eStara Call Tracking empowers media companies to monitor and measure inbound phone responses to clients' marketing and advertising campaigns, including online or print ads, paid search engine ads, and other types of direct-response advertising such as directory or classified listings. Call Tracking enables media companies to affordably assign unique local or toll-free numbers to a client's advertisements to track which inbound calls come from which campaigns. The ROI and cost savings provided by Call Tracking makes it a viable solution for both large, national media companies and local businesses alike. With Call Tracking, media companies and publishers benefit from a new level of market differentiation in a highly competitive, cross-channel industry.

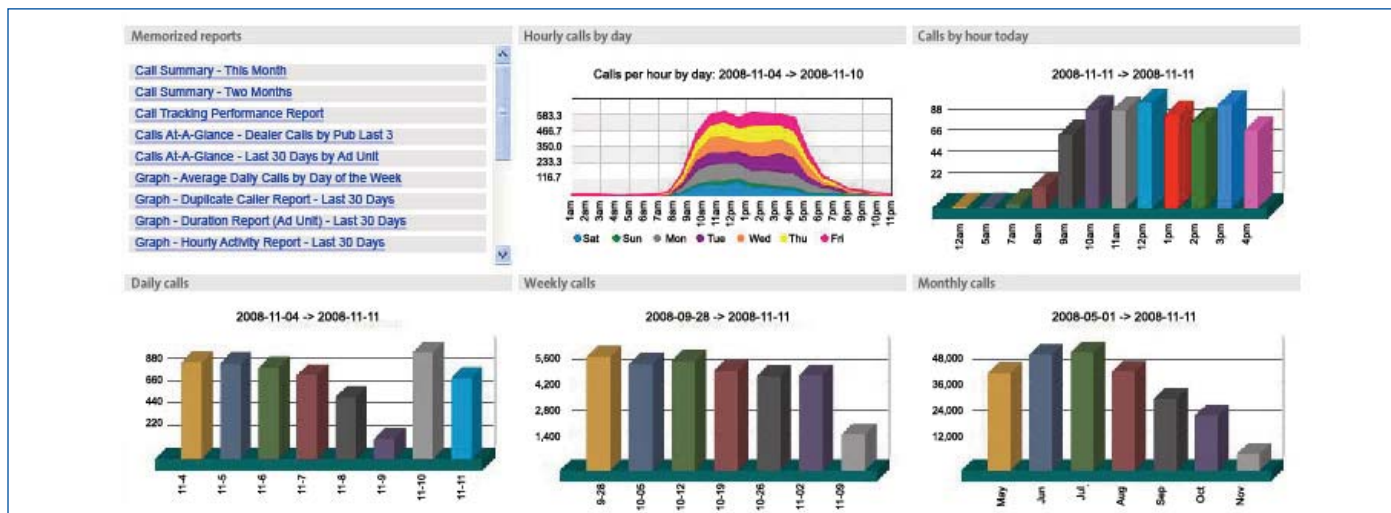
Using calls to boost conversions

In an online marketing world dominated by impressions and clicks, savvy media companies are rediscovering one of the best and most established tools for generating qualified leads and proving ROI to their clients: the telephone. According to market research firm the Kelsey Group, tracking in-bound phone leads generated by online and offline ads by using unique telephone numbers and robust call tracking capabilities is still the most effective and efficient method of capturing ad campaign ROI.

eStara Call Tracking offers media companies and publishers the key capabilities to:

- Track in-bound phone leads generated from clients' advertising and marketing campaigns, whether online or offline
- Measure customer phone response and ROI for each ad or listing
- Access real-time reports that provide valuable, segmented data on campaigns and their respective performance
- Capture qualified leads for clients, including personal details and contact information for every caller
- Assist clients in responding effectively to inbound calls to help them improve customer service
- Help clients attract new business and convert more callers to customers
- Enable clients to determine which ads perform best, so that marketing spend can be allocated most effectively on an on-going basis

Improve your bottom line by driving new ad revenue across channels



eStara Call Tracking enables media companies, publishers and advertisers to instantly track and measure ad campaign responses with real-time, segmented reports available via an easy-to-use customer portal.

Achieve greater cost savings

Call Tracking is made possible by ATG's robust technology infrastructure, known for its ability to deliver substantial cost savings, as well as its reliability, scalability, and flexibility. ATG's extensive network provides unrivaled North American and European phone coverage and offers local numbers in more than 3,500 cities in the U.S. alone. This coverage helps Call Tracking media customers and advertisers reduce long distance toll charges and attract prospects in their local areas.

Segment and identify most effective campaigns

Unique Call Tracking phone numbers can be chosen for each advertisement or listing across all media properties so that campaigns performing the best can be easily identified. Having this data delivers huge advantages to media companies looking to be competitive and deliver compelling proof of performance to advertisers.

Measure performance in real-time

Call Tracking offers real-time call reporting, allowing customers to continuously monitor campaigns from the moment promotions begin or ads run. Reports include caller details, such as name and phone number, caller activity graphs, and calls tracked by zip code. "Lost lead" reports are also generated, giving advertising clients a second chance to contact prospective customers whose calls went unanswered. Reports are available through eStara WebCare, ATG's online self-service customer portal, or can be sent via fax or e-mail.

about ATG

A trusted, global specialist in e-commerce, ATG has spent the last decade focused on helping the world's premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalized, efficient and effective e-commerce sites. The company's platform-neutral e-commerce optimization services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations and eStara Connections. For more information, please visit <http://www.atg.com>.

Capture every lead, every time

Call Tracking offers multiple ports as a standard feature at no additional cost, ensuring automatic call connection and ample call overflow protection. Multiple, geographically-diverse data centers eliminate the possibility of a single hardware or switch failure, while guaranteeing continuous availability and network uptime.

eStara Connections, a family of services that engage online visitors with human assistance and other tools that help convert transactions and leads, are part of ATG's expanding line of e-Commerce Optimization Services. Delivered as flexible on-demand services, these offerings help companies lift online revenue by optimizing the experience of any commerce- or transaction-oriented sites – even those not running on the ATG Commerce platform. The product line also includes ATG Recommendations, which present consumers with personalized product suggestions based on their known intent and shopping behavior to drive conversions and order values.

To learn more about eStara Call Tracking, visit www.atg.com/estara or call 1-800-RING-ATG.