

RESPONSE INSIGHTS

GAIN INSIGHT WITH VALPAK® CALL TRACKING



YOU NEED TO
KNOW

what

format, campaign,
or offer is pulling
hardest

where

the leads are
coming from

when

calls are coming in

how

your staff is handling
incoming calls

Track campaign progress and performance. Manage leads more efficiently and effectively and discover new sales opportunities. Valpak has a one-stop solution.

Valpak Call Tracking provides you data that can help you better manage your business, maximize your return on investment and make informed advertising decisions.

Call Tracking enables you to:

- Gain critical, real-time data from a trusted business partner
- Provide better follow-up on incoming leads
- Discover new markets with data to support findings
- Develop potential solutions to internal challenges

Your Valpak rep can work with you to use the data and find ways to improve the performance of ad campaigns. For example, you can test different offers to determine which works best, or listen to recorded calls and identify opportunities to increase the number of appointments set or sales made.

HOW IT WORKS ...

- Valpak provides you with a unique phone number to use in each ad.
- When a consumer dials the number, the call is automatically tracked by our system as it is routed to your business.
- Information about the call is captured and reported to you. This includes:
 - Call volume by lead source
 - Call result (answered, busy, no answer, etc.)
 - New or repeat caller
 - Time and duration of every call
 - Caller's phone number, name and address*
 - Audio file of the call

*Data may not be available for all calls.



Talk to your Valpak representative and learn how to make the most of your ad campaigns and maximize your ad dollars.

Valpak



MANAGE BUSINESS EFFECTIVELY

CALL DATA IS EASY TO READ AND ANALYZE

- Track leads by hour, day and source
- Determine number of leads
- Know call durations and number of missed calls
- Determine the nature of the calls (if a product, service, or appointment requested)
- Find out caller locations

