Media Tracker Pro©
"Your Advertising Tracking Solution…"

b e n e f i t s   o f   M e d i a   T r a c k e r   P r o . . .

Having been in the advertising industry for over 25 years we know what you need and how it should function.

Manage your entire company's advertising from one place - and all their different ad campaigns. Each "store" or other branch locations will enter their own advertising details, they can view their own but not the rest of the company's. The Head office can view all locations advertising details from one place, along with what advertising the head office is running -

Photos and Videos are added to give you the visual of your ad right there along with the information details. You can even view television commercials you ran. The photo gallery has a slideshow so you can see an individual ad or watch each ad of your campaign; past or present.

Audio Advertisements. Now you can also upload your Radio & other audio ads you have run. Have it all organized here in one place!

Web-Based Program. Our program being on the internet allows you to pull up your marketing reports and information on any computer, anywhere.

Ads, Press Releases, Ad Materials & Articles. Media Tracker Pro allows you to store all of these related materials, ad slicks, logos, & more and also to distribute the ones you wish too to your other branches or stores!

Each Ad listing has a printable version of the listing, 'email this page' option and an option to add each ad to a comparison list.

These Ad listings include an internal calendar that displays when your ads are running and when they will end to help you plan and manage your campaigns better. Even a reminder so you don't miss renewing your ads.

benefits of Media Tracker Pro...

Reports: Easily pull up & print out reports of your advertising in many different manners. Including integration with charts, graphs and fusion mapping to give the best possible visuals of your advertising.

- Track all your different advertising; direct mail, coupons, television commercials, radio commercials, billboards, magazines, newspapers, internet ads, all of them.

- Calculates cost per lead or visitor, cost per sale, and cost per customer for each one of your ad campaigns so you can see if the return on your investment (R.O.I.) is worth it.

- Tracks which ads generates the higher sales revenue.

- Analyzes and logs your lead/visitor to sale and visitor to customer conversion ratios!

- Calculates your Return on investment, so you can quickly see which ads used on which type of media are making money, and which are not!

- Gives you Unique "Bird's Eye View" of all your advertising campaigns, media types, and ads in Real Time! (you'll never have to view many different pages to get your essential statistics)

- Reveals which of your "stores", running which ads are achieving better results.

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Fusion Maps - Showing you an overview, and drill right down to the city and by county of where you have ad coverage for each.

Google Maps integration - Each location can be pinpointed on the Google Street View maps and even give driving directions from wherever you are. This is especially beneficial for your billboards, wallscapes, bus shelters, and your other advertising pieces.

Vendor Contacts: Keep all advertising related contacts in one place so you can easily find and contact your vendors when you need to!

Web Site Stats: Everyone knows how important your website is - well it is even more important than you think! Every ad you run can reflect an increase in your website traffic showing you how well your ad did. But only if you know who is coming to your website and from where. We will install your company website codes for Google Analytics and for all of your different store/offices, if they have separate websites. And you can monitor this right through your Media Tracker Pro.

Ad Agencies - Get New Clients & Keep Current Clients Longer! -
Your business will soar when you are one of the first ad agencies to show clients how you will organize their advertising! How you can better plan their ad campaigns and show them their advertising with ease!

Newsletters - You can make and send to all your offices, clients, potential clients, employees, and others your own HTML Newsletters! Over 30 templates are included or you can create your own.

Resource Center - That's Correct, right inside your Media Tracker Pro program we have included a Resource Center that you can instruct your other offices, share new advertising successes & even upload digital files to share with them.

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Co-op Advertising - From this section you can share with your other offices the participating vendors and the advertising programs that will allow them to take advantage of the huge savings this can offer them.

Secure Servers - All your advertising information will be on secure servers, encrypted for your security!

Password Protected & More - Your web-based Media Tracker Pro program is only for your company to use and not associated in any way with anyone else's.

Purchase Only One Program - You may have hundreds of stores, locations or offices but you only need this one program.

Free Updates - As time goes on and we find other features you will want, you will have these added for Free! That's right, we will never charge you for keeping your program up to date with the latest features!

Free Tech Support Always - You need stepped through this program, or have an issue, you will get a live person to help you.

*Ad Agencies you will need just one program for each of your client's businesses.
** 100% Money Back Guarantee for 30 Days - no questions asked.

Proper Tracking of your advertising can actually double your results!