

The logo consists of a stylized play button icon on the left, composed of three black triangles pointing right and one larger blue triangle pointing right. To the right of the icon is the text "Marketing Optimizer" in a bold, black, sans-serif font.

# **Marketing Optimizer**

an active internet marketing app

You've optimized your site. You've set up a compelling email campaign. Your PPC efforts are running at full speed. Visitors are coming to your clearly designed site with optimized action paths and conversion points.

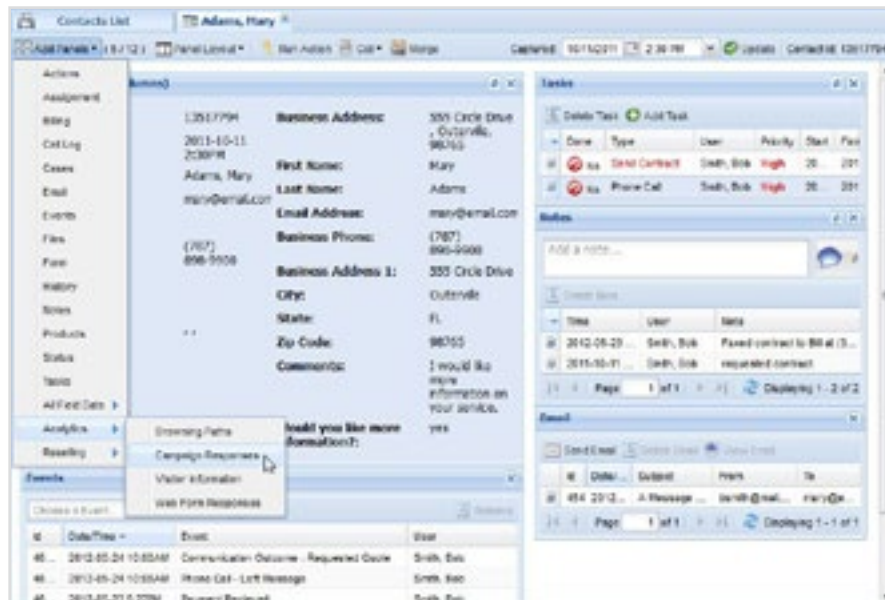
How are you tracking it?

There are a million options for web analytics and tracking on the market. Marketing Optimizer brings you the best of customer relationship management, marketing automation, and analysis.

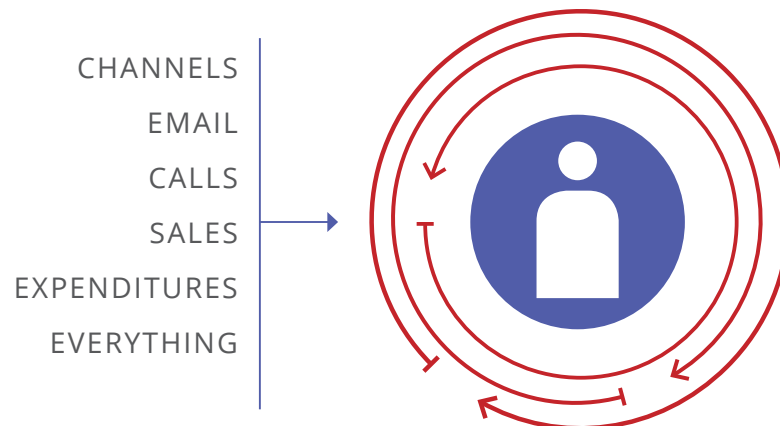


## CUSTOMER RELATIONSHIP MANAGEMENT

Marketing Optimizer uses call tracking, email tracking and our robust software to snare every lead that comes into your system. We give you a full-view of each prospect and where they are in the sales cycle. Easily view contacts that have been made, current status, notes, and details on every interaction with every prospect. Run reports and make decisions that increase your sales and revenue. Marketing Optimizer gives you total control of your sales process.

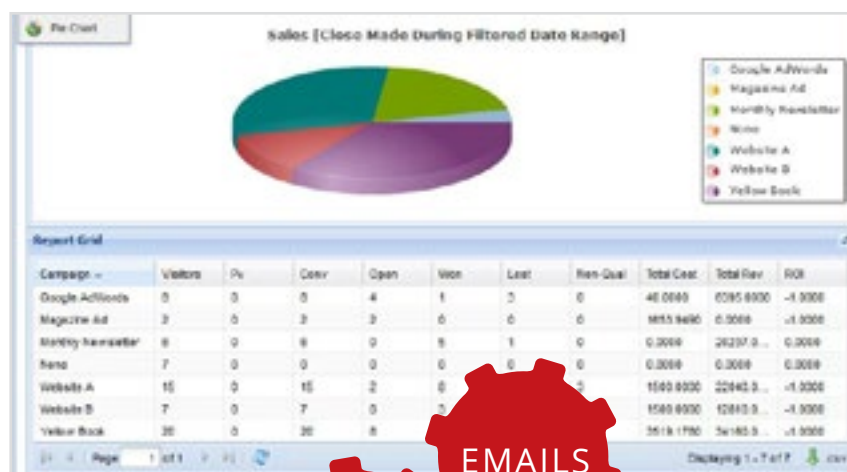
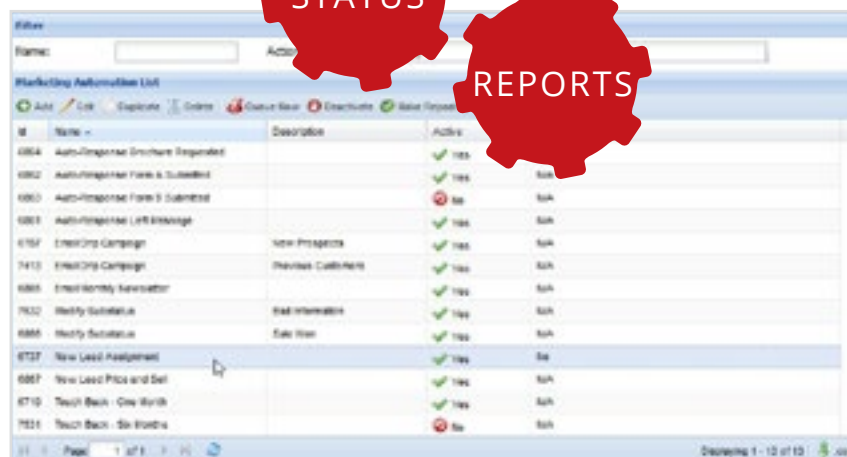


## TRACK AND ANALYZE EVERY LEAD



## MARKETING AUTOMATION

Adoption (of new systems) and follow-up (on leads) are two challenges that face any company. Marketing Optimizer gives your sales people incentive to adopt by making their jobs easier with automated rules for changing status, sending follow-up emails, and generating reports you can use to analyze performance. The automation eliminates tedious work and optimizes your process.

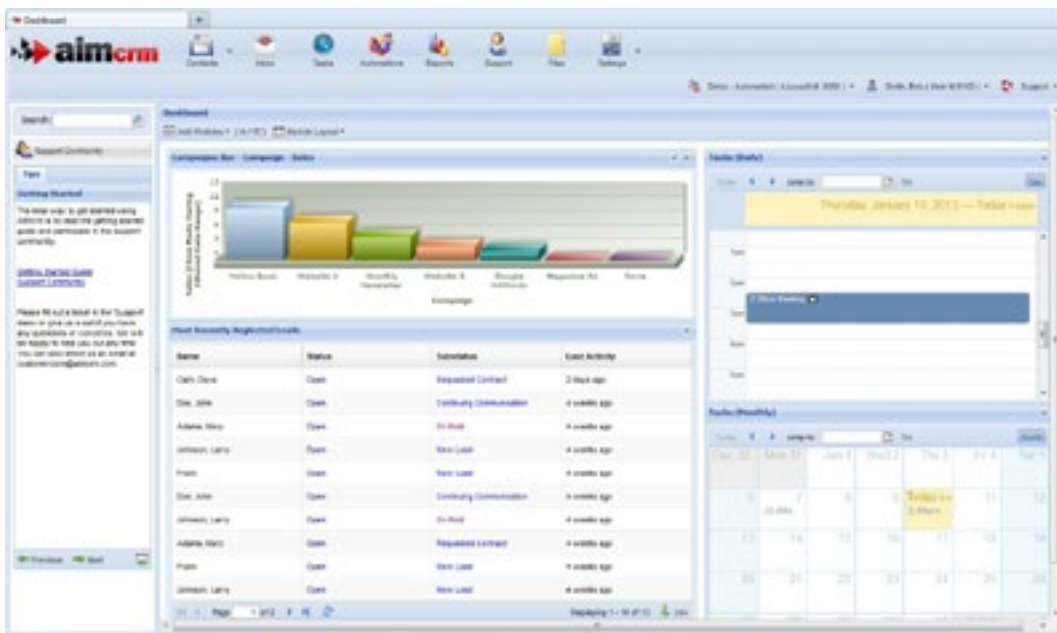



ID	Name	Description	Active
6864	Auto-Response Structure Registered		Yes
6862	Auto-Response Form 6 Submitted		Yes
6860	Auto-Response Form 5 Submitted		No
6858	Auto-Response Left Knowledge		Yes
6167	Existing Campaign	New Prospects	Yes
7413	Existing Campaign	Review Calls/Email	Yes
6865	Email-Sendy Newsletter		Yes
7632	Weekly Schedule	Real Information	Yes
6866	Weekly Schedule	Safe Way	Yes
6727	New Lead Assignment		Yes
6867	New Lead Price and Sell		Yes
6710	Touch Back - One Month		Yes
7621	Touch Back - Six Months		No

*AUTOMATING MORE THAN JUST MARKETING*

## QUANTIFY AND REFINE

Not all your leads have the same value. Quantifying leads helps prioritize your staff and drive your marketing decisions. Marketing Optimizer helps you see the whole picture - from the campaign and channel that brought the lead initially through the whole sales process, you can make decisions based on real, actionable data. Marketing Optimizer makes it easy to slice and dice data for appealing custom reports that can tell the story of your marketing to anyone who needs to know it. Marketing Optimizer reporting gives you the data that you need to refine your marketing efforts and close more sales - growing your business and growing your revenue.



## ALL THE FEATURES AND STILL EASIER TO USE

AD-HOC  
CUSTOM REPORTS

WYSIWYG  
FORM BUILDER

COMPLETE  
WEBSITE INTEGRATION

POP3 EMAIL  
INTEGRATION

WEB VISITOR  
ANALYTICS

ACTIVITY & EVENT  
BASED SEGMENTATION

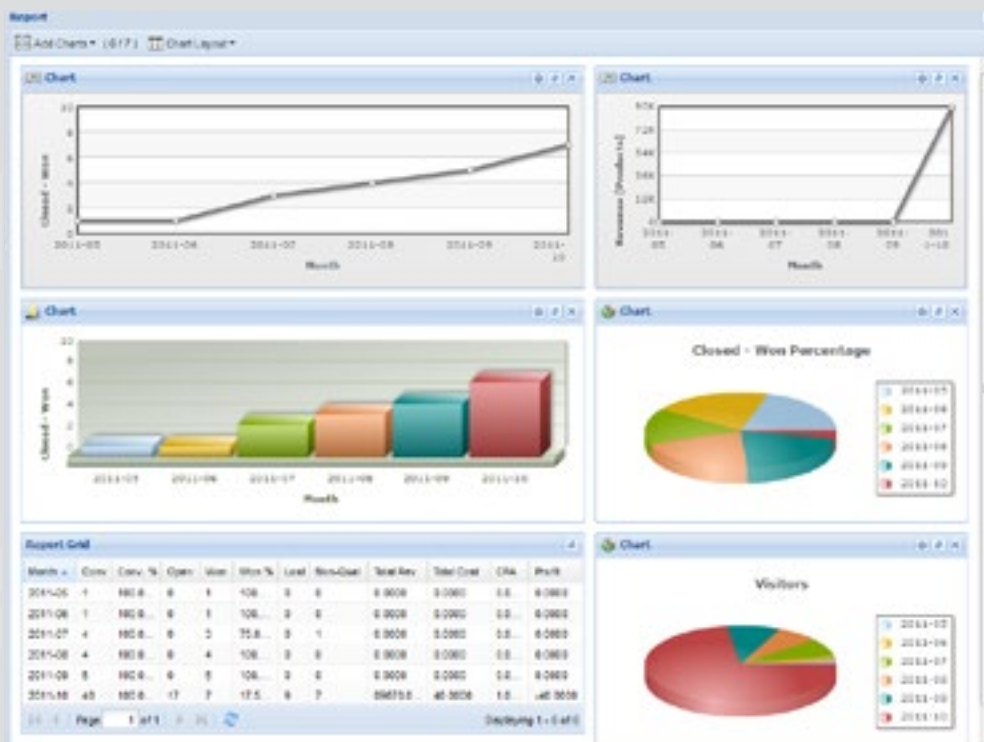
PHONE  
TRACKING & ROUTING

COMPREHENSIVE  
ACCESS CONTROLS

LEAD VENDOR  
INTEGRATION

## FINANCIAL REPORTING

It all comes down to the financial reports. A lead has no value without a sale, and a sale has no value without revenue (obvious). What you really need to know is how much revenue did each lead bring, and from which marketing effort. Just create a report with a few clicks and the information you need is presented to you in an easily digestible format.



Marketing Optimizer maximizes both your resources and sales, allowing your profit margins to grow.

Contact us today to learn more about this essential marketing application.

[CONTACT US](#)

Call today for a free consultation: 1 (877) 293-4093

[activeinternetmarketing.com](http://activeinternetmarketing.com)