

# Engaging marketing campaigns with end-to-end tracking



## Solution Overview

MRI Software's CallMaX Ad Tracking provides a customizable, engaging way to reach prospective residents. Most communities advertise in a number of different areas to draw in new residents, which takes an investment of both time and budget. Ad Tracking ensures you are focusing advertising efforts effectively with easy reporting and analysis.

## Key Features

- Marketing Source Tracking
  - Ad source tracking with unique phone numbers across advertisements for clear tracking
  - Call Recording between prospects and office staff
- Lead Follow-Up Automation
  - Automate returned calls to ensure follow-up on all leads
  - Tracking daily follow-up calls including recording of the conversation revealing possible training opportunities
- Measurement and Reporting
  - Measure ad source effectiveness for easy budgeting and marketing improvements



## Business Benefits

- Increase ROI on marketing campaigns by easily analyzing advertising efforts
- Develop staff performance via training opportunities uncovered from recorded conversations
- Improve lead follow-up and close-ratios with automated call returns
- Perfect marketing budgeting using the clear analysis of marketing sources in detailed reporting

