

## You track your advertising expenses, but do you track the results?

Businesses advertise for countless reasons. Sometimes it is to build name recognition or to promote a new product or service. Other times businesses may advertise to promote a sale or focus attention on an existing product. In all of these cases the main goal is to increase the bottom line.

Companies will often spread their advertising dollars over several mediums. This advertising diversification seems in theory to make sense but how do you know which advertising or marketing is generating telephone calls. How would you know if you should reinvest in the same medium or cut your losses and try something new? Why throw money away for advertising that doesn't generate results?

An Ad Tracking service can be the affordable solution to this quandary. Tracking your telephone calls per ad can be easy and automated. Ad Tracking Services will provide you with a unique local or toll-free telephone number for each ad or marketing effort. The Ad Tracking Service will then provide you with a comprehensive report on which ad generated how many calls and when. There's no need to ask the caller where they heard of you.

Ad Tracking Numbers are your super affordable way to measure your advertising results.

**They Eliminate the Guesswork. They are Simple. They make you Look LOCAL. They work in any United States Area Code. They are inexpensive. They don't require a long term agreement. You control your telephone number. They are Easy to Order.**

Your Ad Tracking Telephone numbers will show you which advertising and marketing is working and the ads that are not. You can stop advertising where the results are minimal and increase the advertising where the results are substantial.

To learn more about how an Advertising Tracking Service can work for you, call Live Answer Receptionist at 888-404-9634.

Please visit

[www.LIVEANSWERRECEPTIONIST.COM](http://www.LIVEANSWERRECEPTIONIST.COM)

