

Not Sure if Your Marketing Really Works?

Finally, the Proof You Need is Just an Insite Away.

Insite Metrics delivers the business intelligence you need to make your website a valuable part of your marketing and sales efforts. This easy-to-implement, customer-focused internet tool enables you to:

- Measure, analyze, and validate the effectiveness of all of your marketing and advertising.
- Give your organization powerful sales tools to better utilize the Internet to drive new business.
- Increase sales opportunities by ensuring that web visitors find what they need.
- Capture specific contact information about your web visitors.

Get Marketing Insite

Want to know which marketing efforts work, and which don't? Which bring you qualified prospects, and which don't? Which efforts are worth a piece of your budget, and which aren't? Insite Metrics gives you these answers, allowing you to calculate the ROI of all your marketing initiatives.

Get Sales Insite

Insite Metrics incorporates an exclusive process that encourages prospects to freely hand over to you their most valuable asset -- their identity. Better yet, this vital sales information is collected and stored, so you can easily manage your contacts and finally use the internet to drive new business.

Get Usability Insite

Insite Metrics tells you if your website's visitors are able to find what they need on your site, and how to fix it if they can't. You'll be able to create the paths of least resistance and highest reward. Insite Metrics ensures that everything is in its optimal place for measurable results.

Get More Insite

Insite Metrics lets you take advantage of powerful online marketing tactics by giving you critical intelligence about your e-mail and e-mail newsletter campaigns. We can even provide the follow-up consulting and internet development expertise as needed to help you fully leverage your new marketing abilities.

Powerful Features

Insite Metrics includes robust features like these to help you reclaim control of your marketing.

- tracking search engines
- tracking online and offline marketing
- analysis of individual paths taken by visitors
- real-time, online reporting
- capture valuable contact information
- 90-day review of results
- customer support by phone or e-mail

Customized Options

Let us custom-build an Insite Metrics program that utilizes one or more of these advanced options.

- custom analysis and recommendations
- tracking individual e-mail recipients
- tracking individual e-newsletter recipients
- tracking online orders
- personalization of web content by source
- track 1-800 phone calls
- seamless connection with CRM software

For more information:

1-888-253-8055

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Upright Communications
Evolved Marketing for a Digital World™

