

With the Postclick & User Tracking System integrated in Helios IQ, you gain valuable data about the user's purchasing and surfing behaviour after contact with advertising media.

### Postclick & Tracking

## Precise Control Of Your Campaigns

Efficient Reporting Of Purchasing And Surfing Pattern



The tracking instrument in Helios IQ precisely collects important user actions after a user has seen or clicked on a banner. The reports show which campaign and which banner brings how many users onto the advertised website, whether a purchase or an order has been made and which websites the user visits. The generated transactions are relevant for the success of efficiency oriented campaigns.

**How effective is your banner and ad space? – You'll find out with Helios IQ!**

The Postclick & User tracking technology is part of the Helios IQ functionality, the next generation ad management solution by ADTECH.

### Your advantages – measure your online advertising success!

- Postclick tracking: Exact information about the purchasing behaviour. Measure transactions, turnover and leads by click – successful and cancelled orders on the website, actions such as newsletter subscription or sign up.
- User tracking: Following the user, analyzing the user's surfing behaviour on the website. Perfect for the website and campaign analysis. Measuring people returning to the advertised website.
- Perfect to confirm the online advertisement efficiency of efficiency-oriented campaigns, for agencies and advertisers.
- Basis for deciding on optimising running campaigns based on the sales success and response.

### Benchmarking your campaigns

You have an ideal controlling instrument to report on and optimise efficiency oriented campaigns with the Online Tracking System in Helios IQ.

Events like clicks and transactions are collected accurately. The reporting of this data constitutes the basis for you and your customer's decision to opti-

#### Tracking data

- Sales Beacon Tags and User Tracking Beacon Tags
- Automatic creation and e-mail transmission of measuring points/tags
- Link to database systems through wild cards for purchase, order, sign up, etc.
- Unique Transaction/Order ID for every purchase & every action possible
- Tracking and reporting of all relevant data up to 60 days after the campaign has expired – and even longer upon individual request.

mize campaigns and to generate high turnover with lowest possible advertising costs.

### Powerful tracking with easiest handling

In Helios IQ, you define which pages and positions of the website the measuring points will be placed on. These measuring points are known as beacon tags and collect the relevant user action data.

Furthermore, you assign the tracking period and define the commission per

transaction in per cent or as constant value. Helios IQ creates all beacon tags automatically and sends them to the particular webmaster to install on the site. Detailed reports with valuable data will either be sent to you via e-mail automatically or you generate the exact data you need.

With Helios IQ, even untrained users can quickly use complex tracking technology and trace the user behaviour at every location on the website. So it is easy and efficient to exactly track the advertising success and the surfing behaviour on the website.

**Detail View**

Date: 09.02.2006 (19)

/Website: Y - Vivat\_FR\_NL / Page: FR / Placement: Vivat\_FR\_RG\_468x60 / Size: 468 x 60 / Position: Y - NETWORK (112)

Flight	Banner Name	Id	Impressions	Clicks	C-Rate [%]	Transactions	T-Rate [%]
genoney_FR_BE_VIVAT_TEST	488x60f-new.swf	1	83	3	3,61	0	0,00
<b>Total</b>			<b>83</b>	<b>3</b>	<b>3,61</b>	<b>0</b>	<b>0,00</b>

/Website: Y - Vivat\_FR\_NL / Page: NL / Placement: Vivat\_NL\_RG\_468x60 / Size: 468 x 60 / Position: Y - NETWORK (28)

Flight	Banner Name	Id	Impressions	Clicks	C-Rate [%]	Transactions	T-Rate [%]
genoney_NL_VIVAT_TEST	488x60f-new.swf	1	46	2	4,35	1	2,17
<b>Total</b>			<b>46</b>	<b>2</b>	<b>4,35</b>	<b>1</b>	<b>2,17</b>

Total (Date)	Impressions	Clicks	C-Rate [%]	Transactions	T-Rate [%]
	129	5	3,88	1	0,78

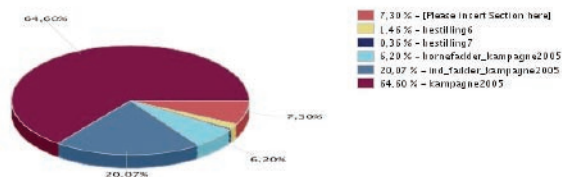
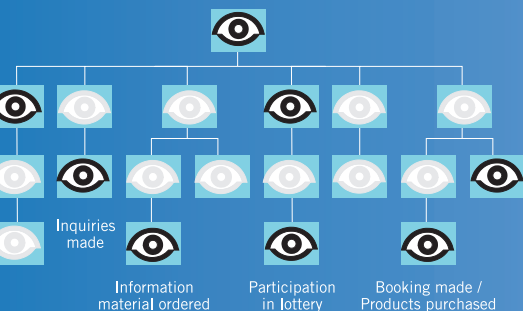


Illustration of transactions, transaction rate, clicks, click rate and impressions



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