

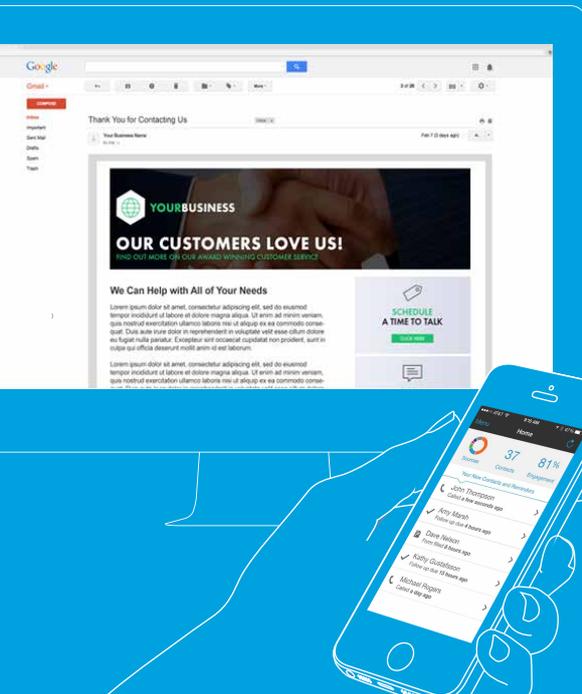
ReachEdge

Lead Tracking & Conversion Software

ReachEdge is our easy-to-use lead tracking & conversion software specifically designed for local businesses.

It's built to give you exactly what you need to convert more leads into customers and get more out of your overall digital marketing.

- Capture and Track all enquiries from your website
- Baseline your marketing performance by source
- Convert leads into customers



Capture More Leads & Calls



ReachEdge software makes your website smarter because it captures information about your contacts, like emails, phone calls and web forms, filtering them by marketing source. That means you know exactly what marketing tactics - like search engine advertising, social media or directories - are driving people to your business.

Never Miss a Lead



Our ReachEdge software notifies you instantly via the mobile app, email and sms when you get a new contact. You can then review the details, classify it as a lead, and reply, all while on the go. Plus, you can see your performance, review your prioritised lead list, listen to your call recordings, and kickstart automated staff notifications and lead nurturing emails, all right from the app.

Convert More Customers with Great Follow-up



Once you classify a new lead, ReachEdge can automatically send a series of emails like: an automated thank you, special offers, and helpful tips that entice potential customers to buy from you. Plus, the software continues to remind you and your staff to follow up personally with each lead. As a result you give your customers a better on-boarding experience, making them more likely to give you more referrals.

See Clear ROI & Business Insights



Your reports show you exactly how many leads you are getting from each marketing source, along with the number of new customers and your estimated revenue, so you can calculate ROI. Plus, you get insights that help improve your ROI, like the exact days and times people are contacting you and how effectively your team is responding to leads and converting them into new customers.

ReachEdge

Lead & Call Tracking

ReachEdge software code that integrates with your existing website or ReachSite™

Advanced lead tracking allows you to see your marketing performance by source (e.g search advertising, display advertising, SEO, social media, directories and direct visitors)

Tracking of your results from ReachLocal and non-ReachLocal campaigns

Call recording that lets you play back calls, rate them, and respond to leads

Prioritised lead list that stores contact details like name, email address, business location, phone number, day and time of call, and call recording for each contact

Mobile App & Alerts

Real-time mobile alerts every time you get a new contact from your site

Lead routing and organisation based on geography, office, and/or employee

In-app summary report of top lead sources and your engagement rate with new leads

Ability to view prioritised lead list, update contact information, listen to recorded calls, and categorise contacts into groups

One-touch classification of new leads that kicks off lead nurturing emails and staff follow-up notifications

Lead Notifications & Nurturing

Access to mobile notifications that remind you or your staff to follow up with leads

Daily summary of all leads coming through your website

Access to setup automated email marketing to help you stay in front of your leads

Reports & Insights

Real-time access to reports via web portal and mobile app

Source report that shows the marketing sources of your visits, contacts, and leads

Timeline view of all new contacts, including when you receive each phone call or web form submission

Trend report that shows the exact days and times people are contacting you

Engagement report that shows how well you are converting new contacts into leads and customers

Ability to baseline your marketing performance

Ongoing Support

Complete setup of ReachEdge software and integration with your website

Setup and configuration of new contact alerts and staff notifications

Setup of new contact auto-response and lead nurturing emails

Review of reports and recommendations to improve website and online marketing performance