



**ENTERPRISE
EDITION**

**Never miss another
lead!**

CONTACT INFO:

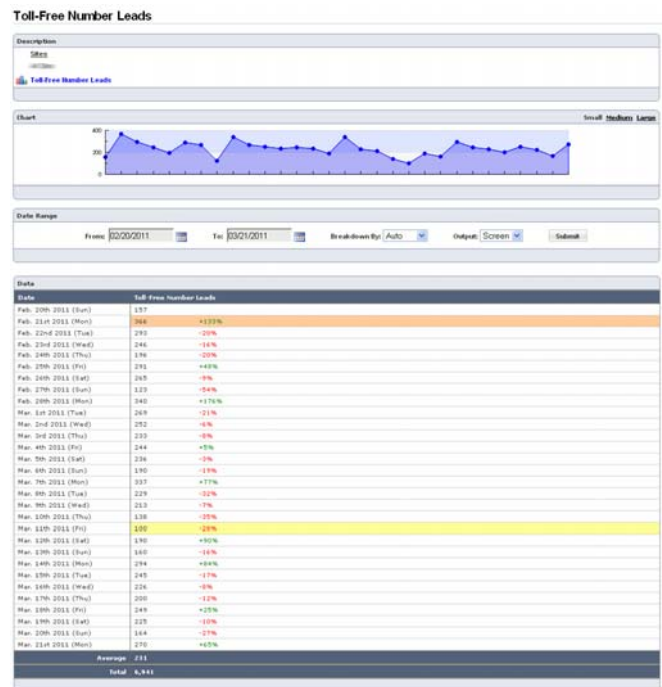
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EXPAND ADVERTISER & DEALER CALLING RADIUS

Through our partnership with Who's Calling, you can expand your advertiser and dealer calling radius. Use assigned toll free numbers to redirect incoming calls to advertiser and dealer office numbers, which ensures that your advertisers never miss a call.

Who's Calling reports the phone number of everyone who tried to contact your advertiser's business, including the date, time and length of their call. Even if a potential customer hangs up before connecting or leaving a message, calls after hours or encounters a busy signal, your advertisers will know when they called and where they called from. Even unlisted and caller-ID blocked numbers show up on the call activity reports. This unique feature gives your advertisers the ability to place a return call to every customer who contacted them on the exact same day they called.



The Caller View feature matches the phone number and name and address for each lead. This is an invaluable tool to help advertisers build a targeted database or track demographics for each customer. Advertisers can use this information to directly market to potential buyers.

Your advertisers can also get a competitive advantage and be alerted via email the moment a call is missed. This alert contains the phone number, date, time and source of the call so they can immediately follow up.

The Whisper feature identifies which ad prompted their call before your advertisers answer the phone, letting them know that your web site is responsible for their new lead. The Whisper technology seamlessly directs calls through Who's Calling to ring at your advertiser's location while automatically giving you credit for the call through a recorded audio message. Callers hear a customized message thanking them for calling, and the receptionist or sales representative answering the call hears a message alerting them that the caller is a hot lead from your website.

Take advantage of this great feature and help your advertisers follow up on every lead. They can use our integrated reports and access comprehensive Who's Calling statistics through the Dealer Center or run the Response Report to evaluate their ad performance and get detailed information on prospective customers.