



Stretch Your Advertising Dollars With ROI Reporting From Callbright

Experience the Callbright Difference

Link advertising campaigns directly to vehicle sales. Using information from your phone leads, easily find out which resources are bringing the biggest results with Callbright's new Return on Investment (ROI) solution, available exclusively to ERA and POWER dealers.

Do You Know What's Working?

- No guessing - unmatched integration links Callbright call information directly to your dealership management system (DMS) sales records.
- Track your leads – determine exactly what resulted in a sale by combining ROI report information with Callbright's call recording capability.

ROI reporting is offered exclusively by Callbright and available only to ERA and POWER dealerships.

Callbright Differences Mean Smart Calling:

- Immediately connect to Internet leads with LeadChaser™.
- Turn Internet shoppers into phone leads using Clickable Numbers.
- Stretch your operating hours with Time of Day Routing.
- And more...

“Correlating a call that came through Callbright with the resulting sales deal in the Reynolds POWER and ERA DMS is the ultimate in call management integration. Now dealers can know not only which advertising sources are generating phone leads, but which of these leads actually resulted in a sale to the dealership. That's true ROI!”

Jim Wright, Vice President of Sales, Callbright

ROI Detail Report for POWER
Sunday, March 16, 2008 to Thursday, March 20, 2008
15 Calls

Options: Print, Close
Filter: Unique Calls, Stop Invalid Calls

Callbright Report

Account Navigation: Current Account: ACME Enterprises, My Reports: Load Report

Callbright Number	Number Label	Buyer Name	Unique Calls	Last Called On	Last Caller ID	Deal Date	Total Overall Sell	Deal Number
8005551234	ACME Website	Helmsman, Laurence	1	3/20/2008 3:11:59 PM	7575559483	2008-03-20	\$17,165.00	00205630
8005556543	Newspaper Ad	Queue, Suzie	3	3/20/2008 2:21:46 PM	7575555278	2008-03-19	\$32,953.00	00205625
8005557891	Yellow Pages	Footnote, Claudia	4	3/19/2008 4:55:40 PM	7575557151	2008-03-19	\$20,500.00	00205647
8005554567	Web Yellow Pages	Burke, Howard	1	3/18/2008 11:24:22 AM	2365552548	2008-03-18	\$9,915.00	00205634
8005551234	ACME Website	Summers, Mandy	1	3/17/2008 9:24:31 AM	7575553547	2008-03-16	\$7,585.51	00205561
8005554567	Web Yellow Pages	Grace, Penelope	1	3/17/2008 11:29:49 AM	7835556348	2008-03-17	\$31,999.00	00205581
8005559876	Direct Mail	Biggers Jr, Steve	4	3/16/2008 12:10:33 PM	2365558246	2008-03-17	\$21,800.00	00205556

CALLBRIGHT Smart Calling

ROI Detail Report

Account Navigation: My Reports: Load Report

Callbright Number	Number Label	Buyer Name	Total Calls	Last Called On	Last Caller ID	Deal Date	Revenue	Calculated Profit	Deal Number
8100551234	ACME Website	Herring, Lorraine	1	3/19/2008 10:14:29 AM	2355553881	2008-03-19	\$11,022.88	\$861.27	79972
800554567	Web Yellow Pages	Burke, Howard	1	3/18/2008 4:42:53 PM	2895552548	2008-03-18	\$12,400.00	\$826.00	80229
8005557891	Yellow Pages	Queue, Suzie	3	3/19/2008 2:21:46 PM	025555278	2008-03-19	\$7,980.88	\$487.49	80156
810054567	Web Yellow Pages	Summers, Mandy	1	3/18/2008 11:24:22 AM	2365552548	2008-03-18	\$18,382.20	\$1,074.93	79965
800559876	Direct Mail	Grace, Penelope	1	3/17/2008 11:29:49 AM	2365552548	2008-03-17	\$49,500.00	\$2,870.70	80163
810055876	Direct Mail	Grace, Penelope	1	3/17/2008 8:40:08 AM	2365552548	2008-03-17	\$35,888.29	\$2,153.76	79951
0005551234	Web Yellow Pages	Grace, Penelope	1	3/17/2008 5:08:34 AM	2365552548	2008-03-17	\$31,404.00	\$1,607.00	80012
0005559876	Newspaper Ad	Grace, Penelope	1	3/16/2008 1:50:46 PM	2365552548	2008-03-16	\$31,025.20	\$1,861.00	80077

Link a deal back to the specific call and campaign source that generated it with ROI Detail Reports.

For more information on ROI Reporting, contact your Callbright Account Executive or call 877.GO.CALLBRIGHT.