

# DIGITAL ADVERTISING

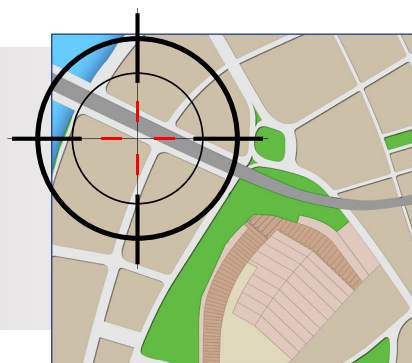
Innovative technology that generates real customers.

## It's more than just impressions & clicks—it's real customers

Promote your business across search engines, social media, and other websites that are relevant to your customers. At the end of each month, we'll show you the number of phone calls, store visits, and revenue that you've generated. After all, you're not advertising to get impressions and clicks—you're doing it to get more customers.

### 1 Target only the best opportunities

Advertising to everyone is expensive and inefficient. Instead, we use cutting-edge technologies to promote your business to a hyper-targeted audience, including competitors' customers, people nearby, past customers, and more—without compromising consumer privacy along the way.



### 2 Track phone calls and store visits

Closing a sale often starts with customer interactions. With Digital Advertising, we track specific keywords in every phone conversation to gauge your customer's intent to purchase (e.g. "make a reservation" or "book a room"). Furthermore, we know when your ads result in actual store visits.



### 3 Focus on revenue

Don't get sidetracked with impressions and clicks—you want real customers spending real dollars. Our monthly reports clarify how much revenue you've generated based on your average customer value.



### 4 Let us take care of it all for you

Our experienced advertising professionals will take care of all the heavy lifting for you, including creating campaigns, designing graphics, targeting the right people, reviewing data to optimize over time, and generating revenue reports so you know it's working.