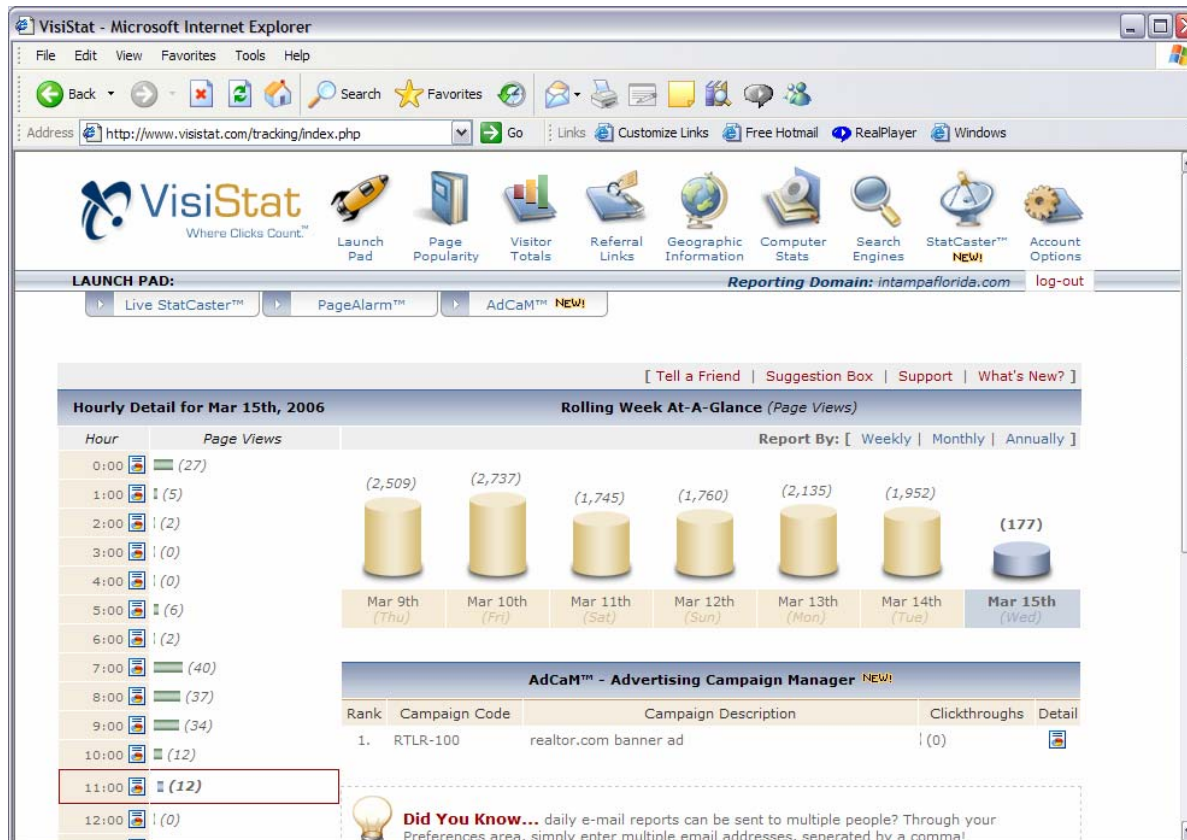


VisiStat and AdCam



- With AdCaM, you can track click-thrus on your pay-per-click campaigns, banner ads, e-mails.

Track Your Skyscraper or Banner Ads

The screenshot shows the Inman News website in a Microsoft Internet Explorer browser window. The browser's address bar displays <http://www.inman.com/default.aspx>. The website header includes the Inman News logo and navigation links for HOME, NEWS, BLOG, JOIN, PRODUCTS, CONFERENCES, ADVERTISE, ADVICE, ABOUT US, CONTACT US, and SUBMIT A TIP. A sidebar on the right side of the page is circled in red and contains the following text and icons:

- Measure the Effectiveness of your Website...
- Track ROI - Spend Less, Make more...
- Determine the Location of your Visitors...

The main content area of the website features several news articles and promotional banners, including:

- TODAY'S REAL ESTATE NEWS**:
 - [Zillow ranks in real estate's top five after one month](#): Web site generates millions of unique visitors in February
 - [Florida Realtor survives hammer attack](#): Agent who fought back recalled self-defense training
 - [Mortgage delinquencies still high in hurricane areas](#): But loans entering foreclosure fell in Gulf Coast
- FREE Daily News**: Enter e-mail address [input] [Get News]
- [SoCal real estate sales fall again](#): Prices continue to escalate as market cools
- [Major credit agencies create new credit-scoring model](#): VantageScore considers data from all three reporting companies
- [West Coast home-building event coming in June](#): PCBC adds more space for 2006 event

At the bottom of the page, the Windows taskbar is visible, showing the Start button, several open applications (AIM, Microsoft Office, ePartnerUSA, Microsoft PowerPoint, Customers), and the system tray with the time 3:04 PM.

Set up a New Campaign with a 3-Step Wizard

Visistat AdCam™ - STEP 1 of 3

Use VisiStat's AdCam™ module to track your specific marketing campaigns. 

To get started...

1. Name your campaign (*Tip: Be short but descriptive*)
2. Choose a campaign code (*Tip: Has to be unique from other campaigns*)
3. Click "Next" to continue creating your campaign

Name of your Campaign:


Create a Campaign Code: (*Example: AD-123*)

Opening page <http://www.visistat.com/track> Internet

Select Campaign Date Range


http://www.visistat.com - VisiStat AdCam - Campaign Wizard - Microsoft Internet Explorer


Visistat AdCam™ - STEP 2 of 3

This step is optional. 

If your campaign runs during certain dates only...

- Select your campaign START date (*Tip: Click the icon for quick selection*)
- Select your campaign END date (*Tip: Click the icon for quick selection*)
- Click "Next" to continue creating your campaign

Start Date: 

End Date:  No End Date


|

Internet

Assign a Campaign Cost

http://www.visistat.com - VisiStat AdCam - Campaign Wizard - Microsoft Internet Explorer

Visistat AdCam™ - STEP 3 of 3

This step is also optional. 

If you would like to track CPC (*Cost Per Click*), enter the dollar amount of your campaign below. By tracking the cost of each clickthrough from your campaign, you can measure its effectiveness, and compare it to others.

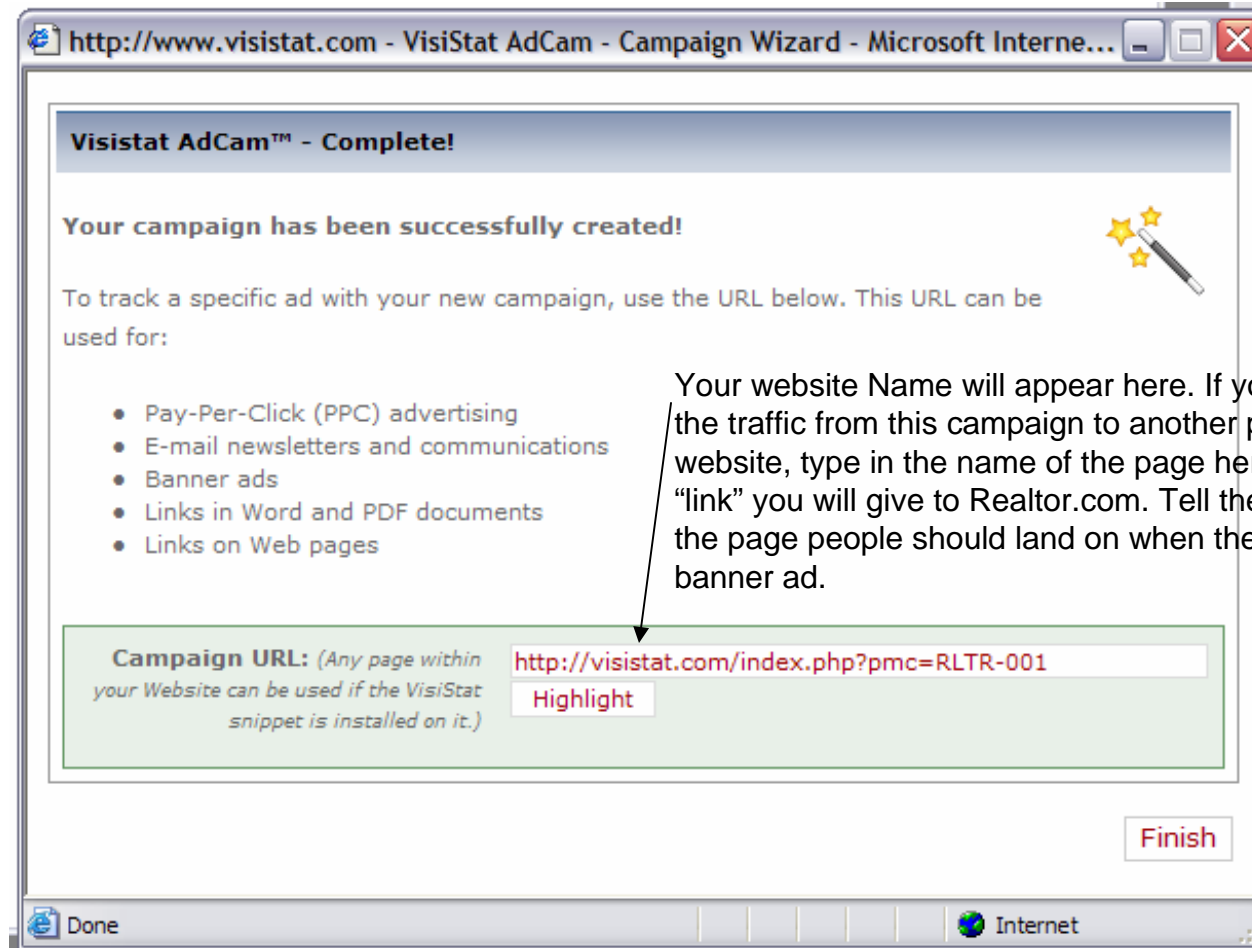
- Enter your campaign cost (*Tip: format xxx.xx*)
- Click "Create" to complete your campaign and receive your tracking URL

Total Campaign Cost: \$

[<< Back](#) | [Create](#)

Done Internet

AdCaM has created a custom landing page for your campaign




Your website Name will appear here. If you want to send the traffic from this campaign to another page on your website, type in the name of the page here. This is the "link" you will give to Realtor.com. Tell them that this is the page people should land on when they click on your banner ad.


See Campaign Details and Test Your New Campaign URL

Visistat AdCaM™ - Campaign Management Center

Campaign Code: **RLTR-001**

Campaign Name:
(Example: Holiday Banner Ad)

Start Date: 

End Date: 

Campaign Cost: *(xxx.xx)*

Campaign URL:

<http://www.visistat.co...>

Success! Your Campaign URL is properly formatted.





























Cam	Campaign Cost
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View Campaign Activity by Date Ranges

See Cost Per Click and Total Clicks

Campaign Code: **INSKY-001** CPC: **\$3.07** Total Clicks: **488** Options: [[Return to Campaign Summary](#)]

Campaign Detail Report From: **March** **01** **2006** To: **March** **14** **2006** **Go**

Date	Campaign Code	Clickthroughs	Detail
Mar 1st, 2006 (Wed)	INSKY-001	 (17)	
Mar 2nd, 2006 (Thu)	INSKY-001	 (13)	
Mar 3rd, 2006 (Fri)	INSKY-001	 (20)	
Mar 4th, 2006 (Sat)	INSKY-001	 (2)	
Mar 5th, 2006 (Sun)	INSKY-001	 (3)	
Mar 6th, 2006 (Mon)	INSKY-001	 (18)	
Mar 7th, 2006 (Tue)	INSKY-001	 (12)	
Mar 8th, 2006 (Wed)	INSKY-001	 (2)	
Mar 9th, 2006 (Thu)	INSKY-001	 (12)	
Mar 10th, 2006 (Fri)	INSKY-001	 (9)	
Mar 11th, 2006 (Sat)	INSKY-001	 (3)	
Mar 12th, 2006 (Sun)	INSKY-001	 (2)	
Mar 13th, 2006 (Mon)	INSKY-001	 (10)	
Mar 14th, 2006 (Tue)	INSKY-001	 (6)	

(This is an example from a different campaign)

See where your visitors came from

See exact referral link information as well as geographic region.

Options: [Return to Campaign Detail]

February 15 2006 Go

	IP Address	City, State/Region	Country	Visit Date/Time
1.	68.3.107.72	Glendale, Arizona	United States	Feb 15th, 2006 3:54:51pm
Referral Address: http://realtor.com/FindHome/Transition.asp?localInk=yesANDfrm=bymapANDmnbed=0ANDmnbed=0ANDmnprice=0..				
2.	63.21.89.226	Unknown	United States	Feb 15th, 2006 3:21:29pm
Referral Address: http://realtor.com/FindHome/Transition.asp?localInk=yesANDfrm=bymapANDmnbed=0ANDmnbed=0ANDmnprice=4..				
3.	12.178.3.194	Lawrenceville, Georgia	United States	Feb 15th, 2006 2:58:51pm
Referral Address: http://www.realtor.com/FindHome/Transition.asp?frm=byzipANDlid=Enter MLS IDANDpgnum=1ANDss_aywr=AND..				
4.	64.19.139.185	Princeton, New Jersey	United States	Feb 15th, 2006 2:45:38pm
Referral Address: http://www.realtor.com/FindHome/Transition.asp?localInk=yesANDfrm=bymapANDmnbed=0ANDmnbed=0ANDmnprice=4..				
5.	132.1.207.21	Lompoc, California	United States	Feb 15th, 2006 2:37:56pm
Referral Address: http://www.realtor.com/FindHome/Transition.asp?frm=bymapANDnearbyZp=ANDlid=Enter MLS IDANDpgnum=1AND..				
6.	24.6.141.172	Unknown	United States	Feb 15th, 2006 2:08:51pm
Referral Address: http://www.realtor.com/FindHome/Transition.asp?localInk=yesANDfrm=bymapANDmnbed=0ANDmnbed=0ANDmnprice=4..				
7.	24.6.141.172	Unknown	United States	Feb 15th, 2006 1:38:54pm
Referral Address: http://www.realtor.com/FindHome/Transition.asp?localInk=yesANDfrm=bymapANDmnbed=0ANDmnbed=0ANDmnprice=4..				
8.	24.6.141.172	Unknown	United States	Feb 15th, 2006 1:38:25pm
Referral Address: http://www.realtor.com/FindHome/Transition.asp?localInk=yesANDfrm=bymapANDmnbed=0ANDmnbed=0ANDmnprice=4..				
9.	65.3.192.163	Miami, Florida	United States	Feb 15th, 2006 10:42:01am