

Pierce Safe Internet Marketing Alert™

Your comprehensive resource for unbiased product and service reviews and advice about internet marketing products based completely on our direct and personal experience from purchasing, using and testing each product and service.



FREE Public Issue!

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Advanced Ad Tracking

This issue is reporting the results of our usage and testing of a program that is considered to be an “advanced ad tracking” program.

This program blew us away with its ease of use, detailed statistics and quick installation on our own website.

When it comes to spending money on any kind of advertising from pay-per-clicks to solo ezine ads, you must know what you are getting in return for each dollar spent.

We suggest that you look very closely at this report on the “advanced ad tracking” test we did, as this product comes with our HIGHEST Recommendation.

After testing several ad tracking products, including Hypertracker, ROIBot and AdMinder, this product reins supreme.

- ✓ The entry cost is a one time cost and not a monthly ongoing expense
- ✓ The program is equal in features to the popular AdMinder service
- ✓ Because you own the software and host it on your site you're not at risk of ad dollars and traffic being lost because your ad tracking service was down.
- ✓ You can even do split ad testing to see which copy, headlines and graphics pull the best response.
- ✓ Avoid the nightmare of your offsite tracking service shutting you down or going offline with technical errors costing you untold amounts of lost traffic and advertising dollars.

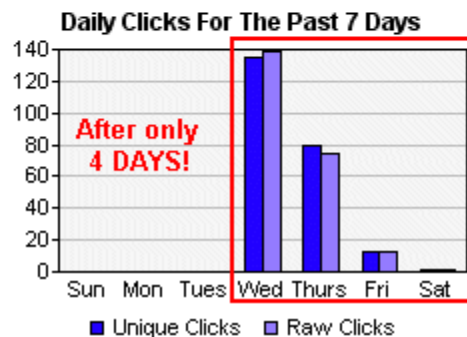
For testing purposes, we ran an ad in the [Rim Digest](#). After you see the ad results, if you are interested in testing an ad in Rim Digest, [click here](#).

So let's take a look at both the software and the ad results.

Advanced Statistics For rd

Campaign ID: rd	Description:
Campaign Title: Rim Digest Solo Mailing	Rim Digest Solo Mailing
Duration: 2/19/2003 - 12/31/2003	
Status: ● In Progress	

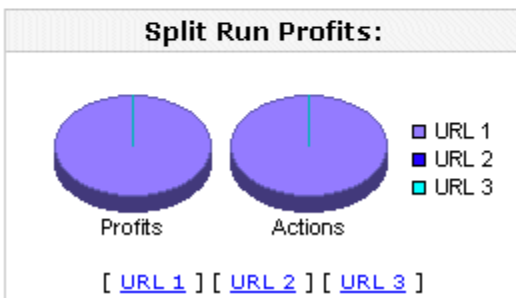
Traffic Statistics	
Raw Clicks:	291
Unique Clicks:	227
Cost Per Raw:	\$0.43
Cost Per Unique:	\$0.55
Gross Profit Per Raw:	\$1.32
Net Profit Per Raw:	\$0.89
Gross Profit Per Unique:	\$1.69
Net Profit Per Unique:	\$1.14



Action Statistics	
Actions Taken:	80
Cost Per Action:	\$1.56
Conversion Ratio:	35.2%

[Click Here To See Individual Actions](#)

Sale Statistics	
Sales Generated :	8
Cost Per Sale:	\$15.62
Gross Profit Per Sale:	\$47.97
Net Profit Per Sale:	\$32.34



Totals	
Current Cost (One Time):	\$125.00
Total Amount Invested:	\$125.00
Total Gross Profit:	\$383.76
Total Net Profit:	\$258.76
Conversion Ratio:	3.5%
ROI:	207.0%

Click to discover which ads are *making you the most money*, and which ads are just barely scraping by... or even worse, losing money. Also track website actions like ezine signs ups, affiliate sign-ups and more! [Click for details and a free demo...](#)

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- ✓ The cost per raw click was .43 cents while the cost for each unique click was .55 cents. When you consider over at Overture.com that the 40th place bid is .85 cent and the 1st place bid is \$5.20 for the search term "internet marketing", this click cost is golden. **The net profit per unique click came to \$1.14 cents.**

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Sales Generated :	8
Cost Per Sale:	\$15.62
Gross Profit Per Sale:	\$47.97
Net Profit Per Sale:	\$32.34

- ✓ The ad generated **8 sales** at a cost of \$15.62 per sale. With the price of The Whole Truth at \$47.97, **the net profit per sale came to \$32.34.**

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Total Amount Invested:	\$125.00
Total Gross Profit:	\$383.76
Total Net Profit:	\$258.76
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- ✓ The ad cost \$125.00 to run and the **3.5% conversion ratio** is only slightly lower than the overall site conversion. With a **207.0% return on investment for \$258.76 in net profits** the ad was indeed a profitable run.

Click Here To Quickly & Easily Analyze, Test, and Tweak Your Online Advertising To The Point You Couldn't Stop Your Ads Pulling Power... Even If You Tried!

Rating: ★★★★★ (out of ★★★★★)