



# etracker Campaign Control: Know how campaigns work

From just £49\*  
per month



## Multi-Channel Marketing Optimisation

- Analysis of the customer journey
- Retrospective advertising analysis
- Comparison of all traffic sources
- Budget allocation optimisation
- Individual report configuration
- High performance
- Cross-channel analyses
- Exceptional price-performance ratio

Free trial!

Campaign Control 21-day no-obligation trial at  
[www.etracker.co.uk/campaign-control](http://www.etracker.co.uk/campaign-control)

### Analysis of all the contact points on the customer journey

etracker Campaign Control analyses the success of all of your online marketing activities and provides an integrated view of this. It enables you to fully understand your visitor's customer journey and optimise budget allocation across your campaigns. etracker Campaign Control helps you to achieve improved results within the same budget.

\* from £49 excl. VAT for a licence period of 12 months.

[www.etracker.co.uk/campaign-control](http://www.etracker.co.uk/campaign-control)

**etracker**<sup>®</sup>  
more than analytics.

# etracker Campaign Control editions

Free 21-day no-obligation trial!

[www.etracker.co.uk/campaign-control](http://www.etracker.co.uk/campaign-control)

## etracker Campaign Control



Lite

Basic


Advanced

### Multi-Channel Marketing Controlling

Display, newsletter, specialised types of advertising	✓	✓	From Q4 2011
Social media analyses	✓	✓	
SEO analyses for all search engines	✓	✓	
Google AdWords® synchronisation	-	✓	
SEM analysis Google®, Yahoo!® and Bing®	-	✓	
Evaluation of all referrers	-	✓	
Engagement Analyses	-	✓	
<b>Features</b>			
Pivot analysis and segmentation in real-time	✓	✓	
All online marketing campaigns in one system	✓	✓	
Dynamic success distribution (first ad, last ad)	-	✓	
Evaluation of user-defined campaign properties		✓	
Storage of raw data	✓	✓	
Fast data export		✓	
Informative standard reports	✓	✓	
Simple creation of individual reports		✓	
Automatic takeover of existing campaign links	-	✓	
Simple generation of advertising links	✓	✓	
<b>Profitability analyses</b>			
CPC/CPL/CPS/CPA/CPX analyses	✓	✓	
Post conversion tracking	✓	✓	
Cost-sales ratio/ROAS	✓	✓	
Simple creation and evaluation of website targets	-	✓	
Success control leads & sales	-	✓	
<b>Price per month<sup>2</sup> (excl. VAT)</b>	<b>£ 0</b>	<b>from £ 49</b>	

## etracker Campaign Control price list

Billing is in accordance with the fair touchpoint<sup>1</sup> model. You only pay for your visitors' actual contacts with your campaigns (e.g. conversion, PI). You can find more details in the table below.

	Campaign Control Basic	Small	Medium	Large
	Touchpoint <sup>1</sup> contingent incl. per month	250,000	1,000,000	3,000,000
	Price per month <sup>2</sup> (excl. VAT)	£ 49	£ 149	£ 299
	Price per 1,000 touchpoints above contingent	£ 0.20	£ 0.18	£ 0.15
	<b>Measurement categories per 1,000</b>	<b>corresponds to</b>	<b>example</b>	
<b>Touchpoint</b>	Clicks <sup>3</sup> , leads & sales	1 touchpoint	100 orders = 100 TP	
<b>table</b>	Page impression <sup>4</sup> , event	0.2 touchpoints	1,000 PI = 200 TP	

<sup>1</sup> Touchpoint is a virtual measurement of your visitors' contact points with your online measures.

<sup>2</sup> Only applicable for commercial users. The prices listed here are for a single 12-month licence and do not include VAT.

<sup>3</sup> All external access (including direct access and referrers) is counted as clicks.

<sup>4</sup> Page impression (PI) refers to the number of times the page has been viewed by visitors to your website.

\*All marks referenced herein remain the property of their respective owners.

Last updated in November 2011. Errors and omissions expected. The current information available at [www.etracker.co.uk](http://www.etracker.co.uk) takes precedence.