



DoubleClick- The best Internet Banner tracking method

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How does it work?

Tracking results are essential to all marketing campaigns. Knowing where to target your products and services will benefit any company.

DoubleClick (DART) develops the tools that advertisers, marketers and web publishers use to plan, execute and analyze marketing programs. These powerful technologies have become the leading tools for marketing management, online advertising, email delivery, direct marketing, and data management.

With the evolution of technology and e-commerce there is no room for the risk of 'shot gun marketing.' Its absurd to place a banner on a website and with no idea if it's getting any leads or clicks. Most websites cannot offer tracking capabilities to prove why using their site is effective for your marketing objectives. To erase the theory of 'shot gun marketing,' a system such as DoubleClick is a must.

DoubleClick is fast and easy. It provides detailed reports to see how effective your marketing campaign is. The reports break down into detailed sections providing specific and beneficial information to your campaign. It also allows the marketer to target city, state, country, postal code and time of day. All clicks on your banners can be tracked as well.

A system, such as DART works. If your running a banner on DART and you aren't getting the results you hoped for, the detailed information provided in the DART reports will show you. This gives you the opportunity to change your banner or approach to become successful. It will also give you the opportunity to change targets if you see high volumes in unexpected places.

I have had the experience of dealing with the DART system. It takes about an hour to learn how to add banners and manage campaigns. The customer service is exceptional, and the 15 page detailed reports for clients can be created in seconds. I cannot see any other way to track results after using a system like this. DoubleClick improves performance and simplifies marketing. Being able to track your results improves any marketing campaign and increases your success rates.

For more in-depth information regarding the DoubleClick system, visit:

http://www.doubleclick.com/us/products/online_advertising/dfa/features.asp

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* Eadier Solutions is a full service marketing and communications company pioneering in the world of business. For more information about Eadier Solutions visit www.eadiersolutions.com or contact Jim Eadie at jimeadie@eadiersolutions.com