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Response Tracking

Marketing response is the key barometer measuring the success of Campaign or Marketing Program performance. Vertical Direct places the results in our client's hands to not only measure performance but also work with each client on subsequent marketing solutions and marketing plans.

Call Tracking: Extensive reporting from all-inclusive online APTracking™ Technology. This online automated response tracking technology provides not only the critical response data but also each and every customer's specific information in REAL TIME including:

- Name, Address & Phone Number (even cell phones!)
- Time & Date of call
- Duration of the call
- Ring Count
- Map Quest map of exact call location
- Income & Demographic info on caller
- Do not call list

Barcode Tracking:

Know where your mail is at all times (see direct mail page) Barcode Tracking: Know where your mail is at all times (see direct mail page)

Results

Show me don't tell me

When it comes to allocating your marketing dollars every decision is vital. Paramount to your success, it is imperative that you select a marketing partner that shares your passion about your goals and vision, thus helping you realize them.

Many vendors have the same "pitch" but when it comes to one of your most important investments for your business you want performance. Here are some of our results where performance counts!

- FHA Program, 2005
- Reverse Mortgage Program, 2005
- ARM to Fixed Program, 2006
- Home Equity Conversion, 2007
- Retail Outlet Direct Marketing & Online Marketing Program, 2007
- Franchise Marketing Program, 2007
- FHA Program, 2008
- Loan Modification Program, 2008
- Debt Settlement Program, 2008
- Reverse Mortgage Program, 2008

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Warning: include(/var/chroot/home/content/68/9214968/html/includes/google_analytics.inc) [function.include]: failed to open stream: No such file or directory in /home/content/68/9214968/html/vertdirect.com/footer.php on line 11

Warning: include() [function.include]: Failed opening '/var/chroot/home/content/68/9214968/html/includes/google_analytics.inc' for inclusion (include_path='.:usr/local/php5_3/lib/php') in /home/content/68/9214968/html/vertdirect.com/footer.php on line 11