

## View-Through Conversion Tracking

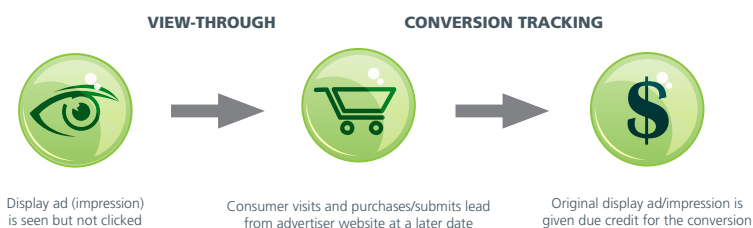
### Leverage and monetize the full value of online ad impressions and the display ad channel

*DirectTrack* is pleased to announce the release of its view-through conversation tracking feature. Also known as post-impression tracking, this feature will enable clients to identify and understand whether an online ad that was seen but not clicked (an "impression") drove a desired consumer action.

These conversions not only provide business insight, they allow clients to attribute and monetize more of their existing traffic and transactions to downstream leads and sales, resulting in many more opportunities for due credit and revenue. And they provide full visibility into the consumer decision-making process—valuable information that can be used to increase online profitability, creative effectiveness and overall brand value.

Today's web-savvy consumer often engages differently with online ads than they did in the past. For example, rather than immediately clicking on a product ad to make a purchase, consumers often search for additional information about it elsewhere online before making their purchase.

With *DirectTrack's* view-through conversion tracking, clients now have a powerful new tool to accurately attribute a conversion to the ad impression that drove their result. This ensures that their online ad campaigns and brand are receiving the maximum revenue, visibility and due credit possible.



### Key Client Benefits/Features:

- Attribute impression traffic to leads and sales, resulting in even more revenue, brand visibility and campaign accountability
- Further quantify and qualify the value of online efforts in relation to campaigns beyond just brand recognition and awareness
- Optimize online ad campaigns, resulting in more revenue and higher network payouts
- Gain greater insight into customer behaviors, creative effectiveness, optimal ad placement and overall campaign performance ROI
- Achieve big-picture understanding and operational efficiency with centralized platform interface access
- Set custom feature parameters, including effective timeframes, conversion rules, and more

### About *DirectTrack* ([www.directtrack.com](http://www.directtrack.com))

Found in over 45 countries and translated into 12 languages, *DirectTrack* is one of the most powerful, accurate and feature-rich performance marketing and affiliate tracking solutions.

Since 1994, the world's leading merchants, ad networks, agencies and publishers have relied on our proven solutions and deep expertise to help them maximize their affiliate channel profitability, reach and branding.

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**IMMEDIATE RELEASE**