

# "Close the Loop" with G5 Mobile Coupons for Local Internet Advertising

With Local Internet Advertising, it can be very challenging to track customers from where they originate online to the point of sale off-line. (With E-Commerce, the whole transaction takes place online, and is very easy to track and measure.) In local markets, people search online then pick up the phone or go into the store to complete

the transaction off-line. G5 Mobile Coupons allow users to track the transaction from where it originates online — all the way through to the point of sale. Marketers are then able to "Close the Loop" and see what online advertising campaigns produce their most profitable customers off-line.

- 1** Track online campaigns from Google, Yahoo!, Facebook, and other sources along with organic search results and sites optimized for Google Maps. Track visitors as they click on your ad or listing through to your website or landing page.
- 2** On your website, the user simply enters their 10 digit cell phone number to receive a mobile coupon for your current promotion. G5's proprietary tracking technology maps the mobile coupon to the cell phone number of the customer.
- 3** When the customer redeems the Mobile Coupon at the point of sale in your store, G5's tracking technology tracks the redemption back to the G5 Local Marketing Platform.
- 4** The G5 Local Marketing Platform tracks the coupon redemption back to the advertising source where it originated online — showing you what ads turned into customers.
- 5** The G5 Platform ranks the ad sources based on which ones provide the best return on investment — enabling you to focus your Local advertising efforts on the most successful sources.



G5 Search Marketing is reinventing Local Marketing by giving business owners visibility into what advertising efforts produce their most profitable customers. U.S. businesses spend over \$100 billion annually targeting local and regional customers. As consumers shift from more traditional types of media consumption to the online world, there are significant opportunities to measure and improve the efficiency of local marketing and advertising. The G5 Marketing Platform was developed to help manage the shift from off-line to online advertising, measure what works, and optimize to the sources that provide the best return on marketing. For more information, please visit [www.g5searchmarketing.com](http://www.g5searchmarketing.com).



For more information, please contact: 800.554.1965 or visit [www.G5searchmarketing.com](http://www.G5searchmarketing.com).