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**Large or Small Businesses Profit Through Ad Tracking**

**By Jeff Jordan**

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What do Sprint and Net Marketing Results have in common?

Hum...one is a Fortune 500 company the other is a small company (under \$100 million). One is in the telecommunications business the other is in the information and services business. There might be some overlap there...but not the answer I was looking for.

Give-up?

There is something that we both do unfailingly and with a passion...

We both Track and Test ALL of our advertising. Both online and traditional media, creative, response rates, clickthrough rates, conversion rates, ROI, campaign costs, sales, etc. For some of you this is no surprise, for others it may be a shock.

Why?

- 1) It is the ONLY WAY you will maximize your profits!
- 2) It is the ONLY WAY you will maximize your profits!
- 3) Put another way, if you don't you will just LOSE MONEY!

## Large or Small Businesses Profit Through Ad Tracking

Worst yet its like throwing money into a swirling wind and then trying to find it. Some went north, some went south, but you don't know how much or which direction you should go get the most back. You just run in circles.

Everyday I find out new approaches regarding what works and what doesn't, how to make advertising better and what makes it worse. Tracking Ads and applying the insights makes and saves me \$1,000's every single month.

For example, I have never been a big fan of FFA and Classified Postings. But I decided to give World Submitter a try (posting

by hand would be too time consuming) to automate the postings to the FFA, Classifieds and Search sites.

Well to my amazement I get between 1,500 and 1,700 visitors a month, 110 – 150 newsletter subscribers and 1 – 4 orders. What does this mean? Well, depending on the product I will make between \$9 to \$99 per order, subscribers would cost about \$0.15 each through a registration service and the visitors would be about \$0.005 per clickthrough.

So for \$19.95/month I get:

	Min	Max
Sales.....	\$9.00	\$496.00
Visitors.....	\$7.50	\$ 8.50
Subscribers...	\$16.50	\$ 22.50
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Total.....	\$33.00	\$527.00

\*-----HOT TIP-----\*

You can use the Free Version of World Submitter to see how it works for you.

Go to <http://www.netmarketingresults.com/ws/>

Remember to track your ads!

\*-----HOT TIP-----\*

I have a front-end profit of between \$10.05 and \$506.95 per month with just this one technique and more will come on the backend. If I didn't track the ads, I would have never known that this would be a profitable strategy. And this is just one method!

## Large or Small Businesses Profit Through Ad Tracking

Ad Tracking enable you to test your sales and ad copy, banners or almost anything that you are expecting a response. Then improve it to gain greater results.

You can also integrate adtracking with direct mail. When you print your direct mail piece use your adtracking URL to direct your prospects to your website and you will automatically track their response.

Here are a few places that you can use Ad Tracking:

- \* Article Submissions
- \* Search Engines
- \* Email newsletters
- \* Opt-in email ads
- \* Pay-per-click ads
- \* Classifieds
  
- \* Bulletin boards
- \* Email signature files
- \* Message boards
- \* Reseller programs
- \* Autoresponders
- \* FFA links pages,
- \* Newsgroup postings
- \* Pop-up advertising
- \* Network marketing,
- \* Joint ventures
- \* Reciprocal links
- \* eBook marketing,
- \* Banner ads
- \* Affiliate programs, Press releases,
- \* Giveaway contests
- \* Shareware downloads
- \* Viral marketing
- \* Direct mail

As you can see, there are many opportunities whether you are large or small to improve your profits through tracking. Don't wait to put more money in your pocket!

About the Author

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mid and small businesses. Subscribe free to Net Marketing Results Newsletter at <http://netmarketingresults.com/signup2.htm>  
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<http://www.instantprofitpower.com>

### **Pay per click tracking**

**By Joel Strellner**

#### **Pay per click tracking by Joel Strellner**

Like many businesses that advertise online you are probably spending a portion, if not your entire advertising budget on PPC (pay per click) advertising. The problem many businesses have is being able to determine the most profitable avenue to continue pursuing in their advertising methods.

How to determine the best avenue

Typically, businesses rely on the stats provided by the PPC companies, but usually this isn't good enough. Sure, if you only advertise in Google AdWords or Overture this method may be sufficient, but what if you advertise with more than one PPC company or you advertise on banners, email and pop-ups/popunders also?

The solution is tracking. The only way to know if one of your avenues is performing better than another is to track the users and determine where all the buyers/leads are coming from.

For example, say your candle company advertises in Google AdWords and on Overture for the key phrase "scented candle" and you receive, according to Google and Overture combined, 300 visitors, and from your own records 20 orders per day.

Without tracking the users at most you know that google gave you 120 visitors and Overture gave you 180 visitors (remember this is an example), the times that the users visited your website and of course that you received 20 orders for that day.

With tracking you would still know all of the above information, however you would also know even more vital information like that out of the 180 visitors that overture gave you, 18 of your 20 orders came from them. You would also know (depending on how detailed the tracking was) what pages they looked at and if they have previously visited your site, among many other things.

How to implement PPC tracking

The most common method of pay per click tracking is using a special URL in your ads.

For example: <http://www.yourwebsiteaddress.com/track.php?src=google&term=scented%20candle>

## Large or Small Businesses Profit Through Ad Tracking

The special URL will allow you to determine the source of the click (in the example above, Google) and more importantly the term (in the example above, "Scented candle").

The software is most typically implemented in either PHP or Perl and stores the information about the user in MySQL or any of the other major databases. The most common information logged is date, time, IP address, session id, referrer, current page and their user agent.

### Benefits of PPC tracking

Based on the above example of the candle business we were able to determine that the business was only generating 2 sales per day from Google, however it was generating 18 sales per day via Overture. Because we only generated two sales on Google we are able to determine if it is cost effective to continue advertising with google (e.g. generating a profit or losing money through advertising) or to take our advertising dollars elsewhere.

The primary benefits are:

- \* Save advertising money by advertising wiser.
- \* The ability to test the effectiveness of changes in your ad copy.
- \* Assist in your website layout (e.g. make it easier to navigate and purchase).

### Conclusion

Tracking your advertising is beneficial to any business that advertises online, businesses that are big (Bank of America, Monster.com, Capital One, Progressive Auto Insurance) all do it and so do your competitors. Don't let your competition gain an advantage; start tracking your users today! If used right, you will be glad that you did!

Joel Strellner is a

and

located in Sacramento, CA. You can

visit his website at

. This article and many more are available there too.



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