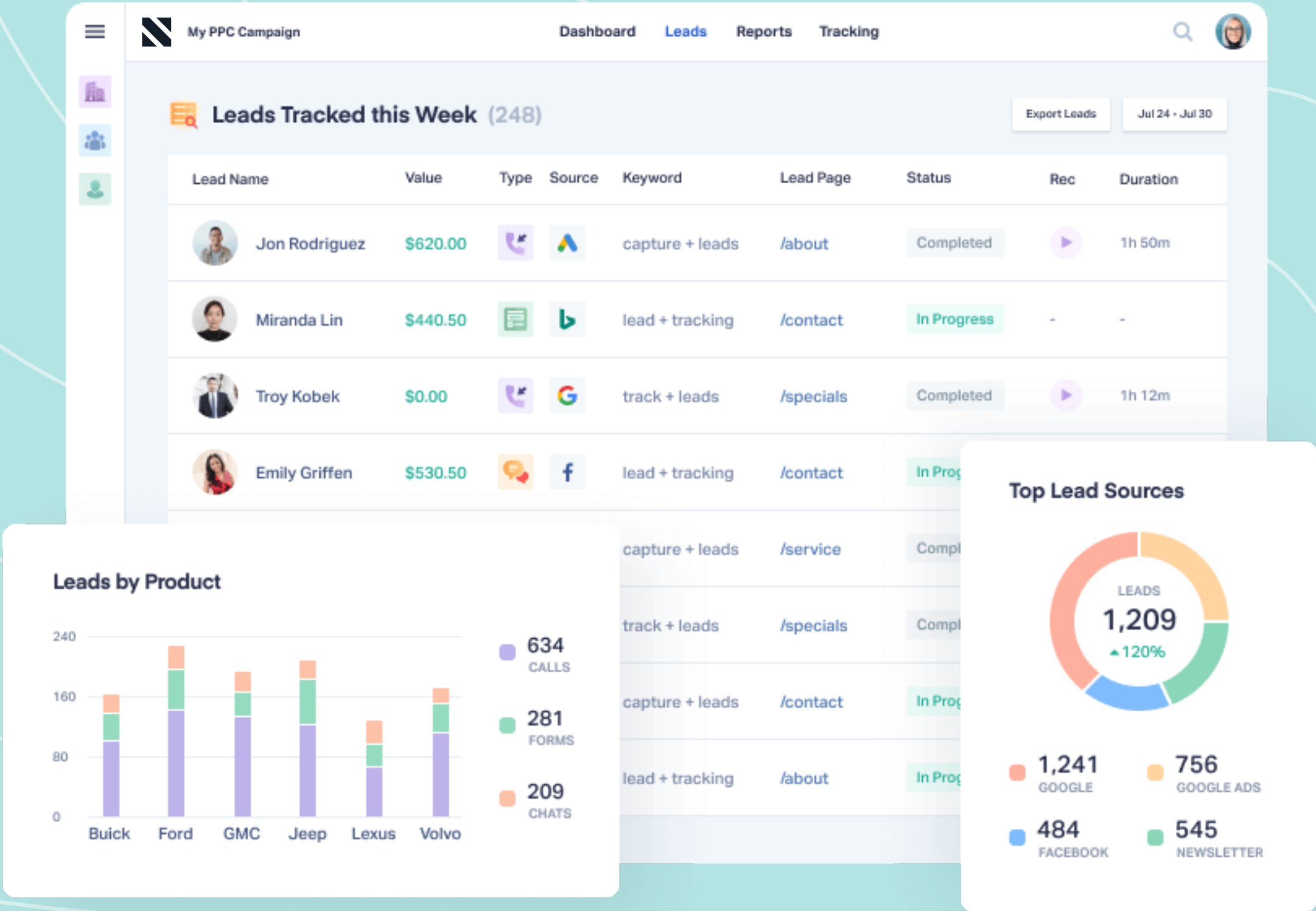


Lead Tracking Client Portal

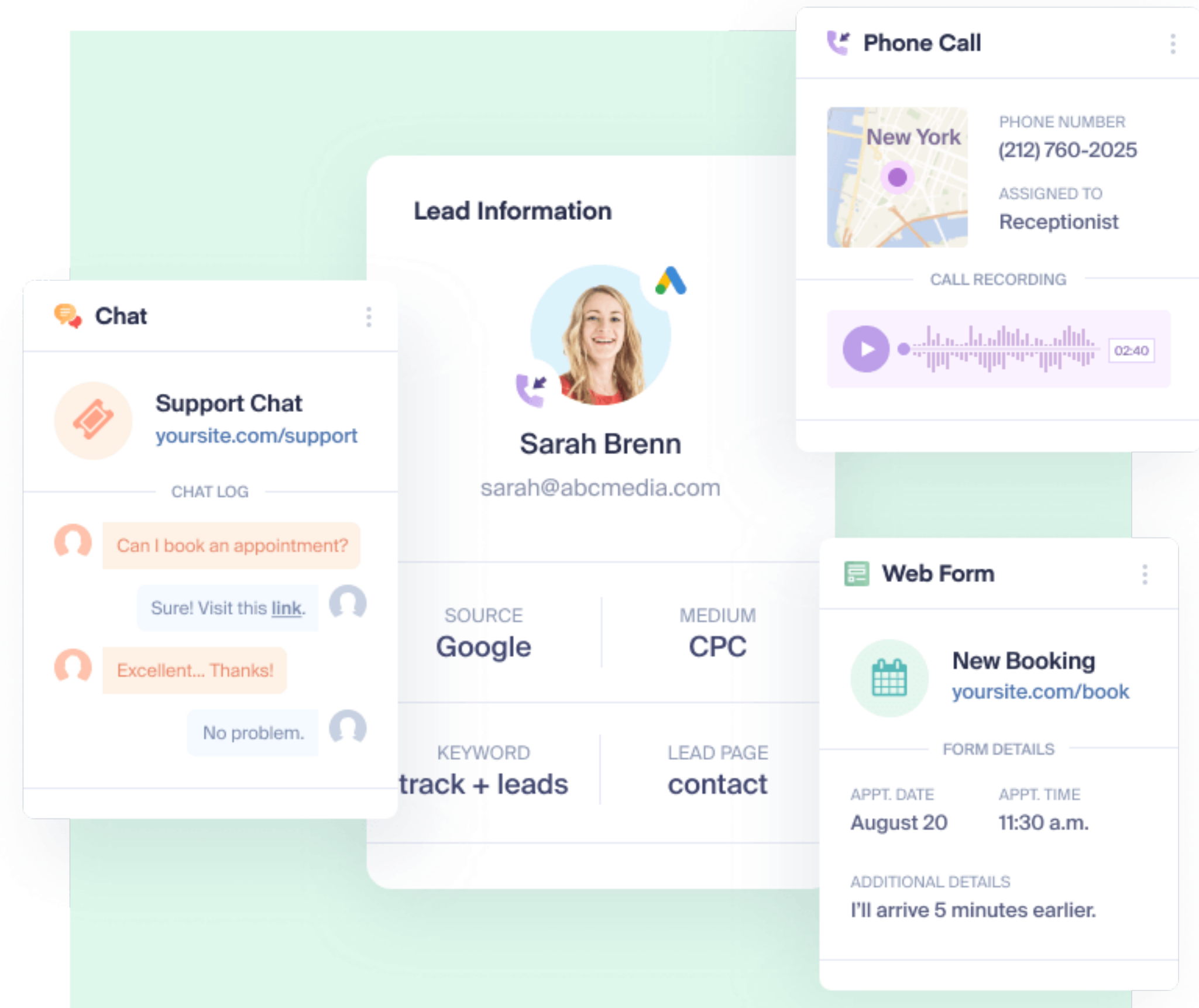
Our lead tracking software empowers our clients to effortlessly track leads, assess campaign success, and attribute sales to various marketing channels, all through their own dedicated client portal.



Form Tracking

Capture every web form lead and trace it back to the marketing source responsible.

- ✓ **Instant Form Tracking**
Instantly track and follow-up with leads that contact you through web forms.
- ✓ **Selective Website Form Tracking**
Allows you to pick and choose which forms you would like to track on your site.
- ✓ **Complete Lead Form Capture**
Qualify leads based on form-fill details so you can better evaluate lead gen campaigns.
- ✓ **HIPAA Compliant Form Tracking**
Keep ePHI info secure and only give access to people who are authorised to view it.



Phone Call Tracking

Optional Add-on

Capture every phone call lead and trace it back to the marketing source responsible.

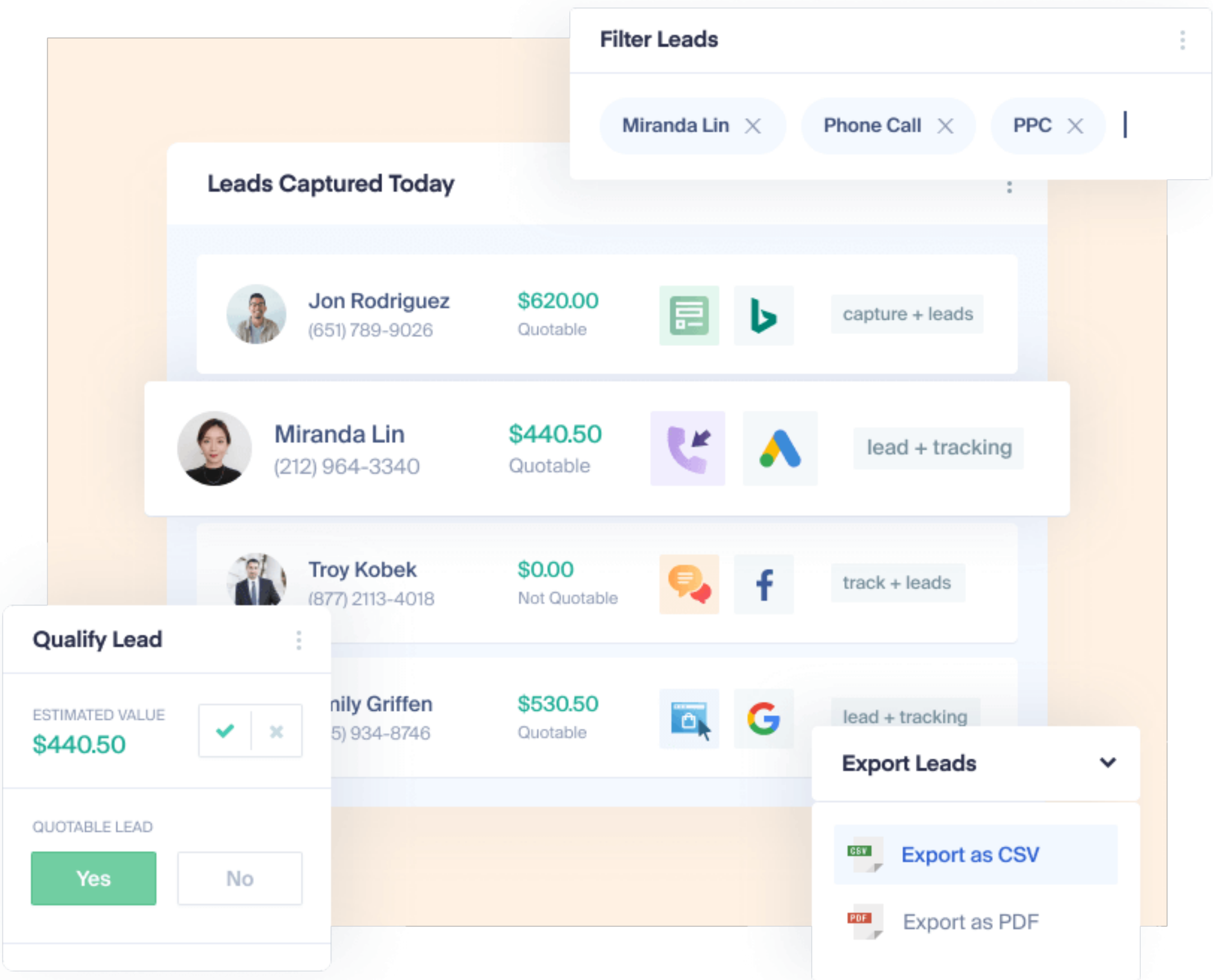
- ✓ **Track Phone Call Leads**
We'll help you connect your marketing funnels to your client portal so you can easily track sales calls.
- ✓ **Local and National Phone Numbers**
Instantly create local or Australia wide phone numbers in your portal to help track phone enquiries.
- ✓ **Call Flows - Post Call Qualification**
Allow your people to qualify incoming calls as leads as soon as the call ends.
- ✓ **Keyword Level Call Tracking**
Improve PPC by knowing which keywords led to phone calls and became conversions.

The screenshot displays a 'Lead Details' window for a contact named Nathan Gerber. The contact's information includes an email address (nathan.gerber@m3events.com), company (M3 Events), and phone number (+19517431010). To the right, a summary table shows 'Quotable' as 'Yes', 'Quote Value' as '\$180.00', and 'Sales Value' as '\$180.00'. Below this is a '+ Add a note...' button. The 'Customer Journey' section shows a timeline of two events: a phone call at 5:38 PM from the 'contact-us' source, and a Google Ad click at 5:04 PM from the 'google cpc' source for the '/services' keyword. The 'User Information' section lists the operating system as 'Windows' and the browser as 'Chrome 100.0..4896.127'. A map shows the location near Anaheim, Santa Ana, and Corona. On the right side of the window, the 'Call Recording' section shows a waveform and a play button. Below the waveform are 'Speed 1x' and 'Download' buttons. A 'Recipient' message is displayed: 'Thank you for calling M3 Events. This is Erick. How may I help you?'. At the bottom, a 'Caller' field is visible.

Easily Qualify Your Leads

With one click, eliminate leads that you don't want to be counted in your marketing data.

- ✓ **Lead Management Dashboard**
We made it easy to qualify leads within the 'Live View' dashboard.
- ✓ **Keep Your Team Accountable**
We can integrate with your existing CRM.
- ✓ **See What Leads are Quotable**
Within the email, simply click "Yes" or "No" to answer whether or not the lead is quotable.
- ✓ **Automatically Calculate Sales ROI**
Sort and filter leads so you can easily see which marketing is driving conversions.



Search and Filter Leads

See all your leads in one platform, where you can search for specific leads and customers to see all marketing data.

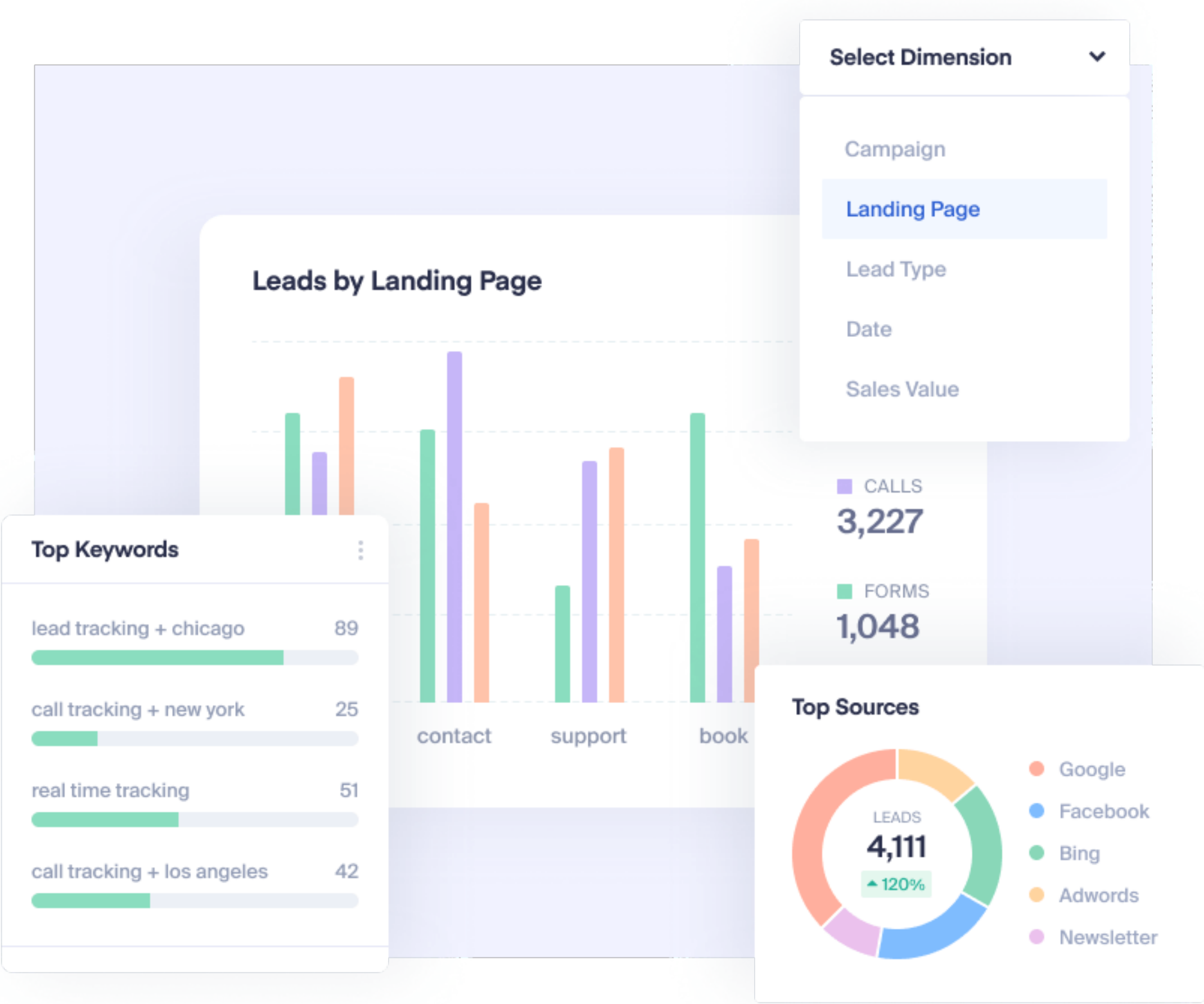
- ✓ **Filter Leads by Marketing Channel**
Filtering and grouping tools allow you to examine a subset of leads from specific campaigns, sources or marketing channels.
- ✓ **Filter/Group Leads by Landing Page**
If you know which page a user landed on, you'll have clues about which keywords they used to find your site.
- ✓ **Filter/Group Leads by PPC Keyword**
Apply filters to group leads by specific keywords or campaigns to quickly see the results of your ad spend.
- ✓ **Filter/Froup Leads by Service/Location**
Seeing leads grouped by product or service allows marketers, clients and business owners to gain deeper insights.

Lead Manager						March 1, 2022 - March 31, 2022
Name	Type	Source	Medium	Lead Page	Keyword	
 George Langley		google	organic	/get-a-quote	atlanta + lawyers	
 Jared Durant		direct	none	/about-us	dallas + lawyers	
 Ken Meashey		google	cpc	/contact-us	dc + attorneys	
 John Mesa		google	cpc	/services	lawyers near me	
 Carl Amaro		facebook	referral	/our-people	dc + attorneys	
 Nathan Gerber		bing	organic	/get-a-quote	lawyers near me	
 Oscar Ahrens		google	cpc	/contact-us	atlanta + lawyers	
 Pete Bohane		facebook	referral	/about-us	dallas + lawyers	

Real-Time ROI Reports

Simple, clear marketing reports that are backed by detailed lead and marketing data.

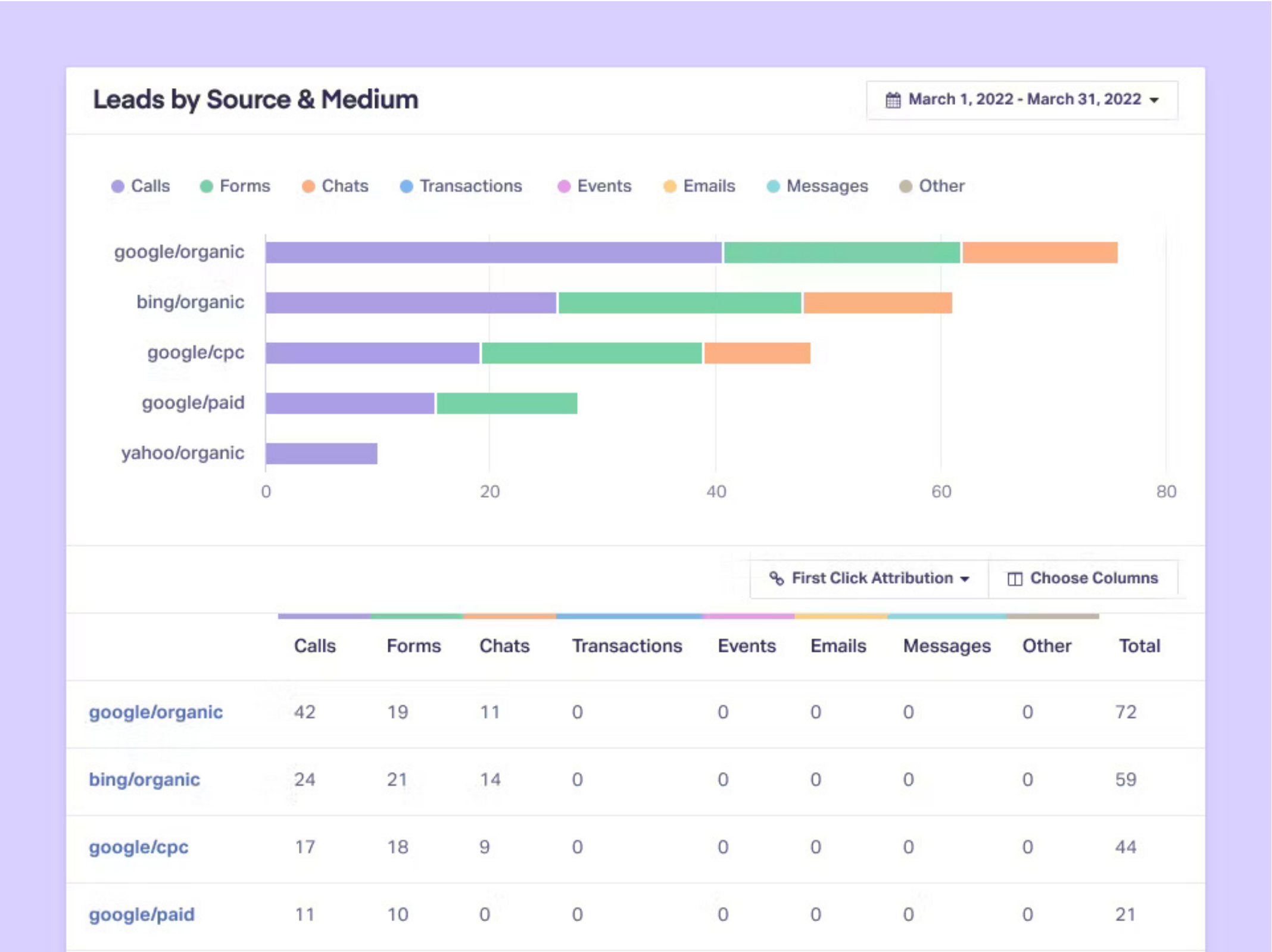
- ✓ Leads by Day, Week & Month
See which days, weeks and months drive the most business, and how this changes over time.
- ✓ See What Landing Pages are Converting
See how leads got to your site and the page they were on when they reached out.
- ✓ Discover Your Highest-Converting Ads
Distills marketing efforts into a lead-based report that is easy to understand.



Notify Your Team Instantly

Your client portal dashboard updates in real-time whenever new leads come in.

- ✓ **Email Notifications**
See leads in your inbox instantly.
- ✓ **Connect to Slack or Discord**
New lead notifications appear instantly in Slack and other messaging apps.
- ✓ **Real-time API Access**
All lead data is available through API in real time.
- ✓ **Trigger Webhooks**
The instant a lead is received, the data trigger can send webhook data to your CRM.



Integrate With Your Existing Software

- ✓ Integrate With Your CRM
- ✓ Share Offline Sales Data With Ad Campaigns
- ✓ Integrate With Google Ad campaigns
- ✓ Automate With Zapier integrations



End-to-End Security & Compliance

Keeping your customers' data secure is an absolute top priority. Our goal is to provide a secure platform while also being considerate of application performance and the overall user experience.



SOC 2 Compliance



GDPR Compliance



HIPAA Compliance



CCPA

CCPA Compliance



www.thefalcon.com.au
support@thefalcon.com.au



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