



Know More with INFORM Branded Calling

Brand your calls with a personalized 32-character display to devices on all major U.S. carriers and get best in class network analytics. More than just estimates of how many people picked up the phone, INFORM reports on true answer rates, decline rates, and how many people are engaging with your calls.

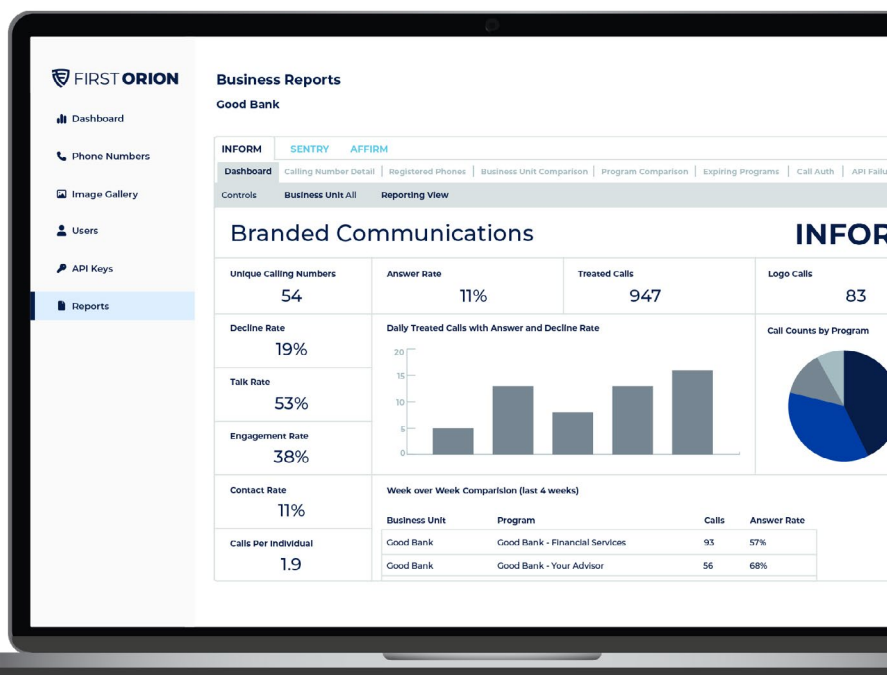
Our competitors charge for what we give away for free (upgrade available).

INFORM Reporting

Based on network data, not guesswork, you will know how many branded calls you sent, how many were answered, how many declined, and how many people talked to your agents.

Consider deeper insights:

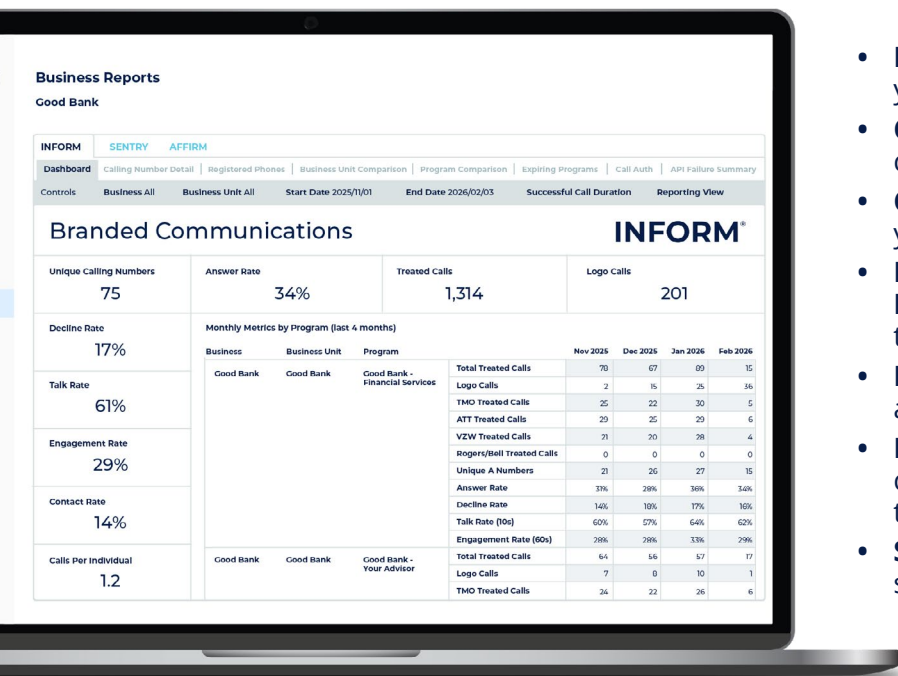
- **Unique Calling Numbers:** How many numbers were you using to make calls?
- **Treated Calls:** How many of your calls were branded?
- **Answer Rate:** How many of your calls were answered?
- **Decline Rate:** How many of your calls were declined?
- **Talk Rate:** How many people who answered also talked more than 10 seconds?
- **Engagement Rates:** How many people who answered talked for at least 60 seconds?
- **Treated Calls and Answer Rate by Program:** How many of your branded calls were answered for each of your programs?



Move Beyond the Basic to the Advanced

Knowing is good but measuring success defines your ROI. With INFORM Advanced Analytics, you'll know how much time and effort it took you to call each unique contact, how many you successfully reached, and if those successful calls lasted the ideal time for YOUR calling purpose.

The reasons for calling aren't all the same, so your measures of success shouldn't be either. Advanced Analytics lets you define your ideal call duration and gives you measures back based on your definition for success.



- **Reach:** How many unique numbers did you contact?
- **Calls Per Individual:** On average, how many calls did you place trying to reach each contact?
- **Contact Rate:** How many of your contacts did you successfully reach at least once?
- **Reach and Contact Rate by Calls per Individual:** How many calls did it take for you to reach each unique contact?
- **Dynamic Engagement Rate:** How many answered calls were at least your ideal talk time?
- **Dynamic Success Rate:** How many unique contacts had at least one call with your ideal talk time?
- **Success Rate by State:** What was your success rate by state?

Level Up Your Business Intelligence with Advanced Analytics

Visibility

Move from information to optimization

Scalability

Visibility over time as your efforts grow

Agility

Quickly adjust to changes in the market

Efficiency

Make and save money

Step Beyond Information Into Value