

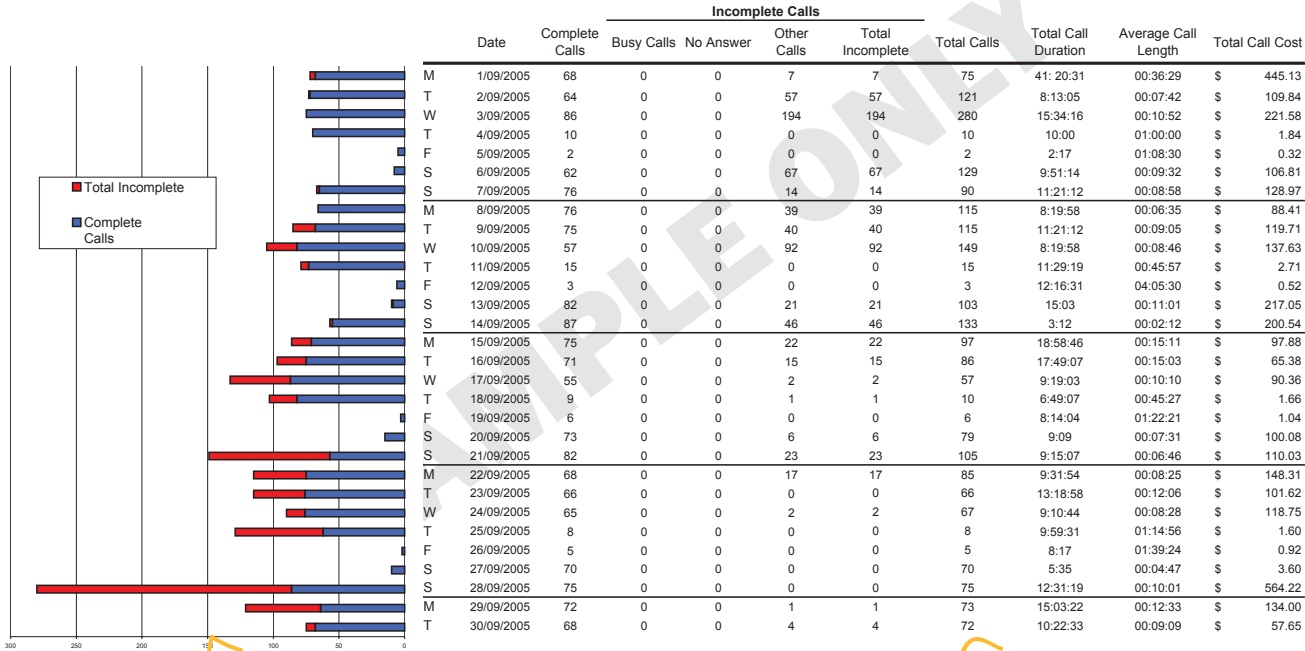
# How can I measure the success of my marketing campaign?



INFORMATION SERVICES FOR  
1800-999-999  
All Answerpoints  
October 2005

FOR THE ATTENTION OF  
John Citizen  
ABC Company Limited

## Tollfree Calls: Overview by Day of Month



How can I allocate call costs to marketing campaigns?

Does your call volume increase on the days you have launched marketing campaigns?

Is your marketing campaign generating call volume?

Note: All prices are GST exclusive