



Phonexa[®]



Solution Overview

Phonexa is the leading all-in-one marketing solution for direct advertisers, lead generators, and affiliate networks. Phonexa's call and web lead tracking and distribution, email marketing, and integrated accounting platforms provide businesses the ability to perform in-depth analytics of internal and external marketing campaigns, thus resulting in transparency, efficiency and increased ROI. Phonexa has the scalability, tools and partnerships to serve clients in all industries, especially those with high consumer demand products and services.

Our Solutions



Call Logic

CALL TRACKING SOFTWARE

Take the guesswork out of your marketing attribution with detailed call tracking analytics for all your inbound calls. Use automated call distribution and voice recognition to connect callers faster—creating a better customer service experience.



LMS SYNC

LEAD MANAGEMENT SOFTWARE

Track and distribute your web leads so you can get the maximum return on investment out of your lead marketing efforts. Use data reports to put every lead under a microscope, or zoom out for a 30,000 foot view of your campaign.



LYNX

LINK TRACKING SOFTWARE

Understanding how consumers convert is essential. Phonexa's Lynx platform delivers the data you need to make strategic decisions that benefit you and your partners.

Our Solutions



E – Delivery

EMAIL MARKETING SOFTWARE

Tackle deliverability, crisis management, or segmentation problems head on with throttling tools and simplified list building. Create email messages that convert with customizable templates and integration flexibility.



PBX

VIRTUAL PHONE SYSTEM

Phonexa's Cloud PBX is more than just putting your call system online—it shows you your caller journeys and lets you score calls and agents. This data helps you close the loop and seize on growth opportunities.



Opt-Intel

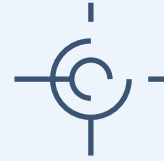
EMAIL LIST SOLUTION

Phonexa's Opt-Intel is an integrated solution for automating email suppression list management and performing essential email list hygiene.

Marketing Visibility

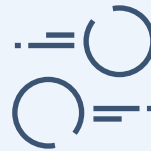
Tracking

Tracking your call and web leads gives you insight into what's driving quality customers so you can make adjustments to get a better return on your investment.



Traffic Quality

By creating custom filter settings for your sales funnel, you can focus on the traffic that is most relevant and likely to convert.



Predictive Modeling

Get a visualization of probable outcomes for future campaigns and see how different strategies are likely to perform without spending a dime.



Real-Time Reports

When you tap into your data analytics and fast-loading comparison reports, you can clearly see trends to make decisions rooted in your own marketing data.



How Tracking and Distribution with Phonexa Works



Step 1

CONSUMER INTEREST

Once a prospective customer shows interest in your advertised product or service, they fill out a web form or make a call.



Step 2

INTO THE SYSTEM

Your prospective customers are brought into the system as leads. Then, based on your filters and criteria, the leads are sent or sold to the preferred buyer.



Step 3

MEASURE PERFORMANCE

Phonexa tracks all your incoming leads to show you how well your different marketing channels are performing. This analytical data can be used to improve the effectiveness of your marketing campaigns.

For Lead Generators



More Price Control

Using our auto-optimizing ping tree means that your leads get routed to the buyers who will pay the best price.



Granular Lead Insight

Lead tracking analytics makes it easy to identify which actions will net you more revenue



Useful Comparison Reports

All your payables and receivables are handled through our integrated accounting platform



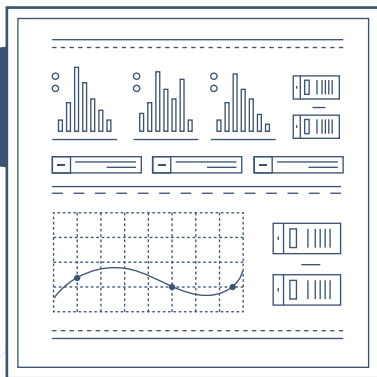
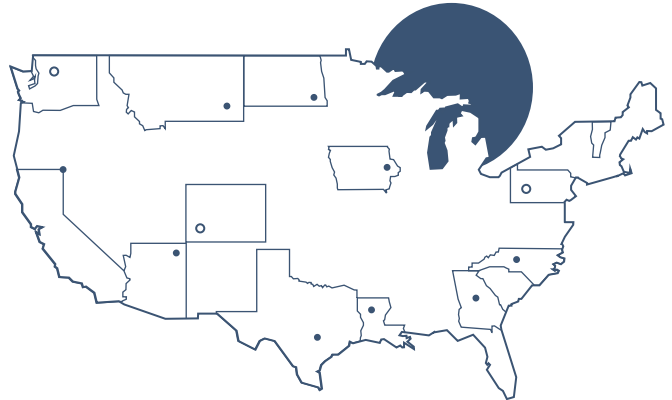
Automation Boosts Efficiency

Fast and easy integrations and APIs ensure that Phonexa fits into your tech stack

Key Features

Per State Comparison

Know where you can up your resources and where you should scale back. State-by-State Comparison Reports show how your campaigns are performing in different states, highlighting differences in volume, quality, and conversions.



Traffic Flow Analyzer

Increase your traffic quality and get a clearer picture of your lead sources by using the Traffic Flow Analyzer to identify which of your incoming leads are duplicates. Leverage these reports to boost your traffic quality so it commands higher prices.

Lead & Call Details

Understand the metrics behind your campaign performance with line-by-line descriptions of every lead, showing where the lead came from, whether it was rejected or sold, and when the lead was generated in your system.



For Direct Advertisers



Measure Your Success

Disposition ping backs give you a complete picture of your efforts by seeing which leads resulted in a product or service conversion.



Access Hidden Revenue

For leads that don't meet all your criteria, Ping Tree Technology lets you find new buyers, creating new earning opportunities.



Scale Your Business

Use our predictive modeling tool Waves to forecast outcomes of new marketing strategies, giving you insight into where and how you can expand your operations.



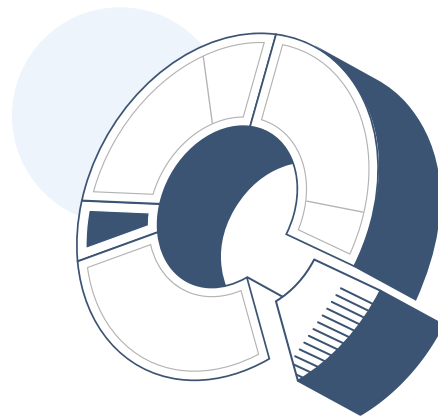
Know Your Sources

The intuitive performance summary shows you your top performers, while detailed reports allow you to spot and track fraudulent or duplicate leads.

Key Features

Reports from Google

You can access your Google Ads reports on Phonexa in order to see the performance of all your Google Ad campaigns. Integrations also allow you to post your Phonexa data directly into Google Analytics.

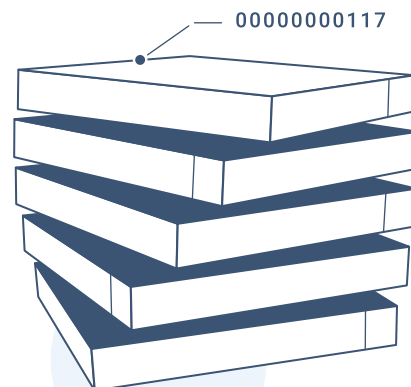


Traffic Flow Analyzer

Get better quality leads by seeing the quality of your publisher traffic when you use the Traffic Flow Analyzer. It identifies how many of your incoming leads are duplicates so you can identify who is sending you the best leads.

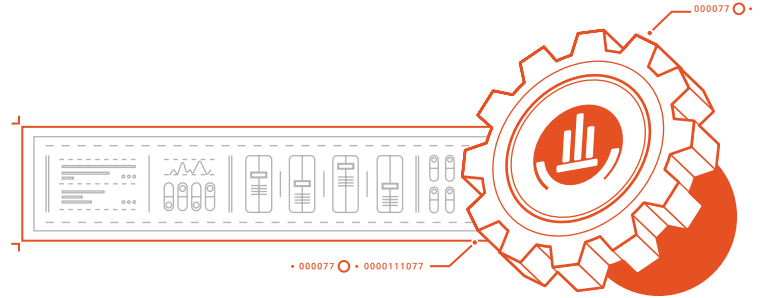
Seamless Integrations

Maintain your current work flow when you start using Phonexa. Our tech team will make sure that all our tools for call and lead tracking integrate seamlessly with your existing operations so you don't disrupt what's already working.



Customization

Unlike other solutions, Phonexa is not an out-of-the-box solution delivering little to no customizable capabilities, that can't be leveraged across the entire enterprise.



Via Phonexa's platform, clients or partners can integrate custom and/or third-party APIs with almost any line-of-business (LOB) application. The result is a single methodology and approach to ROI-driven marketing campaign management regardless of the use case.

The core culture within Phonexa is to start with the client and work back towards the technology. This unique ideology opens the doors for Phonexa to create new functionality which compliments needs native to all business models.

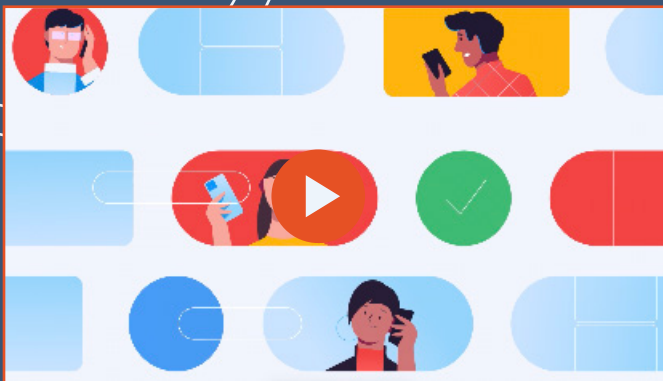
Differentiators

- Robust data analytics & granular reporting features
- Customizable lead distribution features
- Scalable cloud-based platform
- Custom API / Third-Party Integrations
- Fully-compliant platform
- Customizable accounting automation

Additional Resources



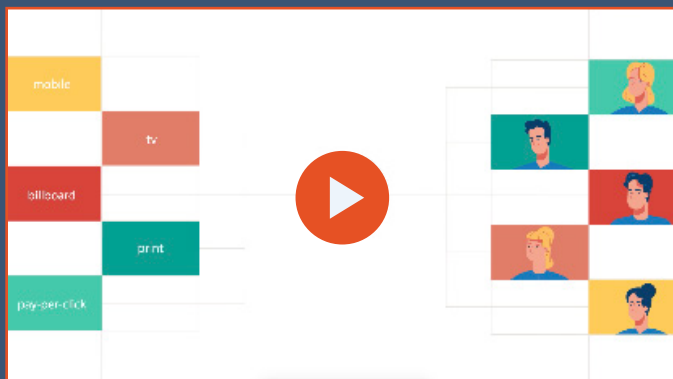
What is Phonexa?



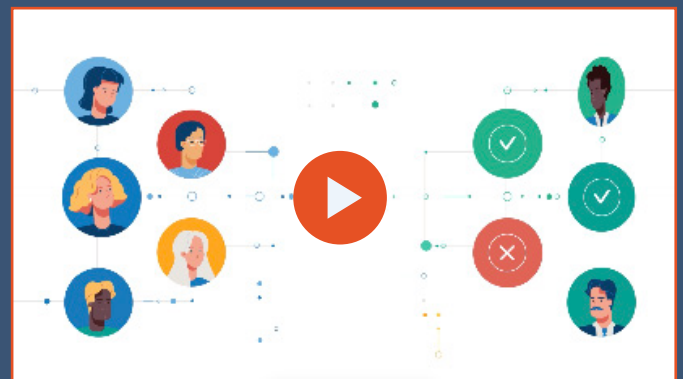
What is Call Logic?



What is LMS SYNC?



What is Call Tracking?



What is Lead Distribution?