

FiRE

A decorative graphic consisting of several overlapping, wavy, translucent bands in shades of blue and red, flowing horizontally across the lower half of the page.

Fully Integrated Response Engine

**provides an intuitive,
comprehensive reporting
framework for your
advertising activity**

How can FiRE help you?

Exclusively from Artavia Advertising, FiRE provides live reporting of your advertising - online PPC, SEO and display. Offline print, outdoor, DM and broadcast activity. Combining response and online tracking data.



Get the complete picture

See how your *entire* marketing spend is performing, in one place. Identify the best performing media and channels with real-time data, and transform your business intelligence.



Fluidly refine advertising spend

Tailor your campaigns in line with response to extract maximum ROI from your spend.



Demographic penetration

Find out who your prospective customers *really* are, instead of depending on media demographic data.



Operational visibility

See how your call handling performs with full operational call data, and follow up unanswered calls.



Identify best and worst performers

Cut out the worst performing media and divert spend to media that are proven to generate response.



Develop proven creative

Find out what *really* works, refine the creative and boost response even further.



See response as it happens

See response mature over time, and tailor your advertising activity to take into account peaks.



What you can expect

- Drive down cost-per-enquiry (CPE).
- Increase revenue with your existing spend.
- With supporting data, identify conversions and cost-per-sale (CPS), and get full ROI data.

IN SUMMARY:
A unique, consolidated response portal to access crucial response data about ALL your advertising activity in one place.

Why not call your Artavia Account Manager to find out how FiRE can help your marketing campaign.

