



intelligent **communications**

SEATTLE, WA 17th March 2008 – Callbutton today announced the successful launch of Direct Marketing Reporter. The service was designed from the beginning with the needs of direct marketers in mind. By combining Callbutton's SMART toll-free numbers with a call tracking and reporting engine designed for direct marketers, DM Reporter works across all direct marketing media. DM Reporter provides real-time feedback on how each campaign is performing, which ad copy drives the greatest response, and which medium provides the highest ROI.

“When we say immediate we mean immediate” said Michael Markette, Managing Partner, Callbutton LLC, “Adoption of DM reporter provides immediate market intelligence through real time tracking to all the parties involved in a campaign including marketers, broadcasters and call centers. It also allows immediate number provisioning for all new campaigns”.

Features of Callbutton DM Reporter include:

- The ability to track leads generated by ad, media, TV and radio market, campaign, keywords and referral sites
- The ability to define leads differently for each client and calculate costs and revenues appropriately
- “Call Whisper” whereby Callbutton will “whisper” the source of the call to the sales person prior to connecting each phone lead
- “Call Mark” allows the sales person to “mark” the lead as sale, no sale, existing customer, etc.
- Call recording
- Pay-per-lead billing option
- Custom reports that accommodate the unique reporting requirements of each client

About Callbutton:

Callbutton was launched as a privately held ASP in January 2001. The company is a stand-alone spin off of Intelemedia Communications, a full-service ASP and outsourcing company helping clients harness the power of the Internet and telecommunications technology. Callbutton is backed by Intelemedia's eighteen years of successful business experience and multi-platform technology capabilities.

Callbutton is a web interaction application that utilizes both the Internet (IP solutions) and the Public Switched Telephone Network (PSTN) to initiate, route, and hold communications. Callbutton offers enhanced click-to-call, SMART toll-free phone numbers, local and international tracking numbers, and SMS text messaging services for its clients. Callbutton serves as a communications conduit for companies who market their products on and offline but require human interaction to complete a sale. Callbutton clients value the ability to track the source of new sales and to calculate the value of their advertising spend.

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