

Alpine: Matrix Edition Released to Optimize Analytics



Kansas City, MO – December 20, 2010 – Alpine: Matrix Edition has officially been released to Gragg Advertising’s strategic partners. Matrix Edition allows for optimal report customization and real-time data for clients to monitor and manage campaign performance.

Matrix Edition is the most recent version of the client portal and includes real-time lead information, validity standards, trending reports, and an analysis section to remain in constant communication with their team at Gragg Advertising.

“It is important to quickly analyze and interpret your marketing results. Business’ today, need to utilize information systems that analyze sales and lead data real-time allowing you to make quick decisions on what works and what does not, saving you time and money. Alpine is a system that achieves this for our clients,” Greg Gragg, CEO/Chairman, said.

Aggregation of data is of the utmost importance for direct response clients who are revenue driven. Matrix Edition has the ease of use for entry-level employees to high-level executives in the wide range of industry clientele Gragg Advertising represents. Incorporating non-media and offline media leads into a previously sole online media aggregator has optimized reporting for clients. Gragg Advertising has committed to delivering each client a 360 degree, integrated view of advertising results to include all media such that when a lever is pulled in one medium, Gragg will see instantly how it affects the other mediums performance and the clients overall marketing strategy. Matrix Edition is the view to detect the lever positioning and keep the client’s strategy on target.

Alpine was first developed in 2008 as a client view of Gragg Advertising’s efforts. As development, technology and industry structure continues to evolve, Alpine has as well. The proprietary site is managed by an internal team of programmers that present data to a client through its Lead Delivery Engine. Prior to even being viewed in Alpine, client data must pass through the Lead Delivery Engine which enforces validation policies and delivery managers that are client specific. Customization at each policy level is available by client and location.

To learn more, visit www.graggadv.com.

Gragg Advertising is a full service direct response marketing agency with a focus in online technology. Located in the River Market of Kansas City, MO Gragg Advertising was established in 1992. Working with a variety of companies across the nation and around the globe, its clients see a quantifiable return on investment for their advertising and marketing dollars. Gragg Advertising specializes in direct response marketing focused on driving consumers to retail, education, legal, medical, financial and industrial businesses. The agency combines traditional branding strategy with proven direct response marketing tactics in order to create advertising that is both memorable and measurable.