

Media Tracking

Know What Media Channels Work



Go beyond impressions and clicks, and start understanding how your media mix is working to drive conversions. Measure the success of your media channels in dollars spend. And apply more of what's working when it matters.

Track Media Performance:

- Social
- Programmatic
- Digital
- Email
- Print

HOW IT WORKS



Campaign Reporting					
Links	Name	Clicks	Values	Tasks	
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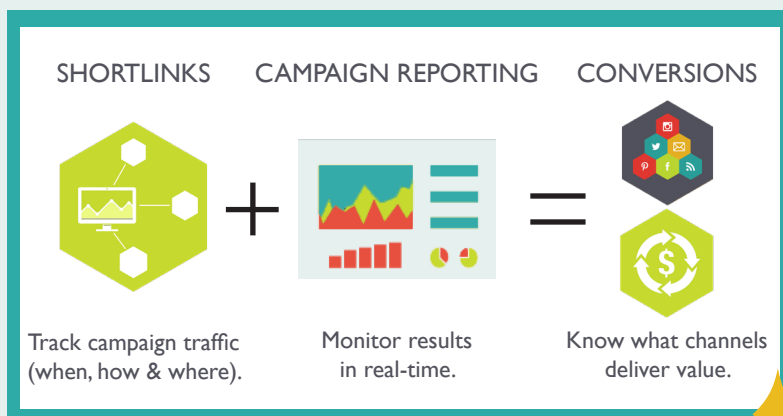
List of tracking



1 Share your media plan (complete MobileXCo media tracking template)

2 MobileXCo will generate a list of tracking links for online attribution and keywords for offline attribution.

3 Publish the MobileXCo tracking links to the appropriate media channels.



DASHBOARD

Once the tracking links are published, our dashboard will pull data from all media channels to one convenient location so you can see "when, how, and where" your customers are taking action. Added benefits:

- Capture conversion value based on ad channel spend.
- Avoid AdBlockers and private browsing to reach 100% tracking measurement.
- Measurement on an individual level, personal metrics.