

# Simplifying the System: Hyperlinks Media Develops Lead Tracking Portal

*Hyperlinks Media introduces a fresh platform for clients to gain key insights into the value of their digital campaign through viewing captured leads.*

HOUSTON, TEXAS, UNITED STATES, April 12, 2017 /EINPresswire.com/ -- Today, [Hyperlinks Media](#), a digital marketing agency out of Houston, introduced a unique lead tracking portal. [LeadEdge](#) was developed in-house and focuses on a simplistic way for digital marketing clients to track leads and lead value. The new platform comes on the heels of the company's website redesign and launch, earlier this year.

Hyperlinks Media CEO, Charles Mazzini, said the idea for a new type of lead tracking platform was set in motion as a solution to a problem his clients often face when trying to decipher analytical data and complicated reports.

"Our clients are looking for a simpler way to track and view their leads and see exactly how they reap the benefits of their marketing budgets, without the excess data analytics," Mazzini said.



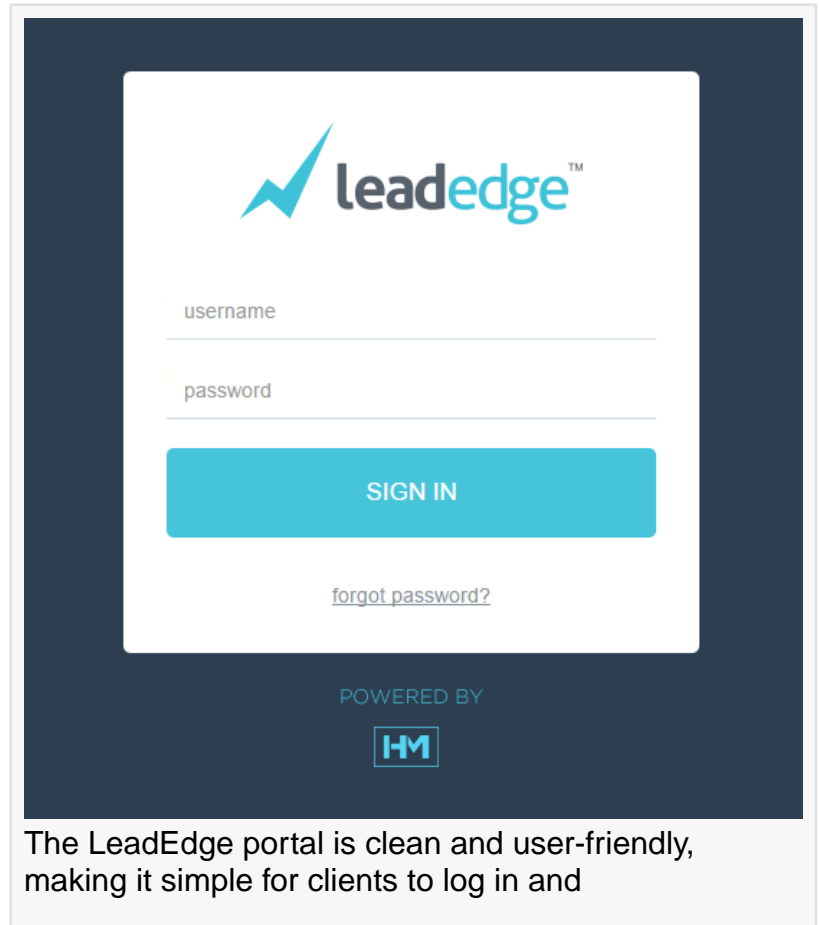
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*Charles Mazzini, Hyperlinks Media CEO*

LeadEdge currently allows for lead tracking through calls, conversions and form completions, but expansion plans for the portal include the ability to track social media and [email marketing](#) leads.

Using data imported through Google Analytics, LeadEdge has a sleek user interface with a dashboard that first spotlights phone and form completion leads. The amount of leads acquired are displayed in brightly colored numerals, with a percentage shown below. The monetary lead value is also displayed on the dashboard, giving the client a fully-transparent view of their marketing campaign.

The phone leads are further qualified through a call log, which analyzes call length and further



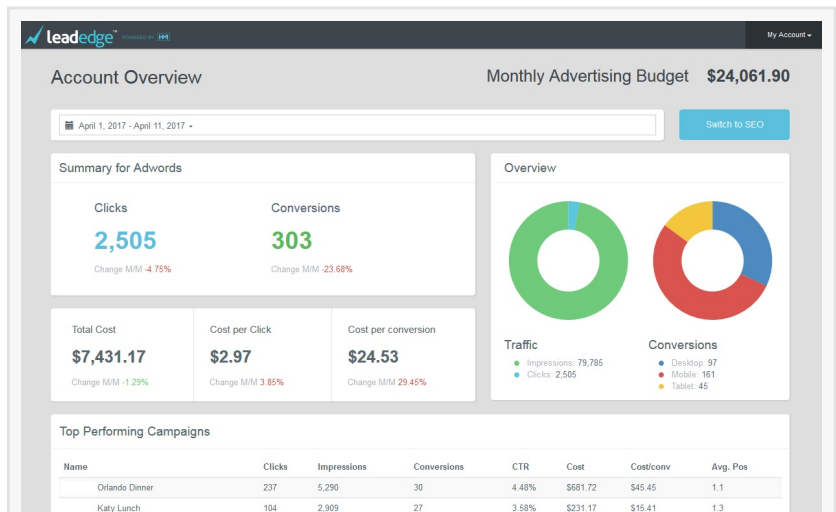
categorizes the leads as quality, good or possible using call length data. The form completion leads are also displayed within the dashboard, with the data from each form readily and easily accessible to the client.

In a modern format that is true to the forward-thinking brand, two brightly-colored pie graphs serve to simplify site traffic statistics. In the first graph, traffic is qualified by type and in the second, by the device used to access the site—desktop, mobile or tablet. The site traffic is further reported by device type with average session times and bounce rates.

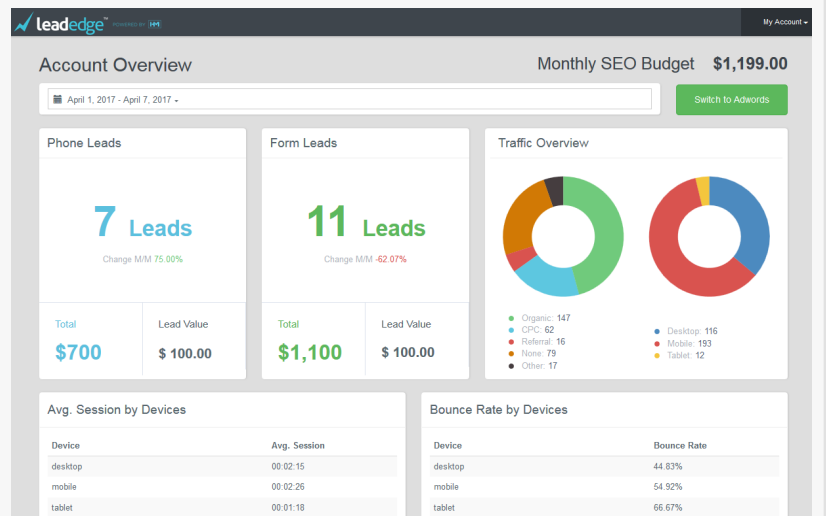
The portal is well-aligned with the future of the company as it enhances its digital marketing offerings to best serve the needs of its rapidly growing client base.

About Hyperlinks Media, LLC: Hyperlinks Media, LLC is a digital marketing agency specializing in helping businesses grow their online presence and brand through digital marketing. The company is a recognized leader in SEO, SEM and PPC campaigns, as well as a respected developer of custom websites and online software. Hyperlinks Media is proud to be a Google Adwords Certified Partner, Google Authorized Reseller and Shopify Expert Developers. The company has received an A+ Better Business Bureau Accreditation and was awarded the BBB Winner of Distinction in 2014, 2015 and 2016 for excellence and professionalism in its industry.

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The AdWords summary page within the LeadEdge portal gives clients an at-a-glance view of the payoff for their AdWords investment. It displays clicks and conversions numerically, as well as the traffic and conversions in graph format.



The fresh and simplistic dashboard of LeadEdge from Hyperlinks Media makes it easy for clients to quickly gain insights into their digital marketing campaigns.

This press release can be viewed online at: <http://www.einpresswire.com>

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