



## Ad Codes

We recommend that you create separate AD CODES for each category that brings customers to your business, the more specific you can be, the better the data, and the more useful the reports. We suggest that every Work Order show an accurate AD CODE for that customer. A very simple way to determine what AD CODE applies is to simply ask how they heard about your company. By asking this one simple question very valuable information will be gained in a short time. Remember - **Every W.O. must show a source!**

Having accurate information on AD CODES will allow you to determine whether your current time/money put into advertising is well spent and how you might want to spend your advertising dollars in the future to get even better results.

We have included the following AD CODE defaults in the program. You can add to or change them on the SERVICE ADVISOR MAIN PAGE under the OPTIONS menu. Only Manager/Owners can add or change AD CODES. AD CODES can be up to 4-digits (see below for examples).

For instance; YP is the default AD CODE for Yellow Pages, however, we know that many businesses have ads in more than one book so more specific AD CODES might be YPV = Yellow Pages Verizon and YPW = Yellow Pages West. NP is the default AD CODE for Newspaper, however ads are often placed in different papers so more specific AD CODES might be NPLA = LA Times, NPSF = San Francisco Chronicle, NPLD = Local Daily Newspaper. WEB is the default AD CODE for the World Wide Web, additional AD CODES in this category might include; WEBY for Yahoo, WEBG for Google, WEBI for Icarumba. This same logic applies for any specific category that brings customers to your door, the more specific and detailed you are the more valuable information you will gain in the long run.

- AAA** - Triple AAA referral
- CI** - Community Involvement
- CP** - Customer Programs
- DB** - Drive-by (saw us and dropped in)
- DM** - Direct Mail
- EC** - Existing Customer
- NP** - Newspaper
- REF** - Referrals
- SV** - Shop Vehicle
- WEB** - World Wide Web
- YP** - Yellow Pages
- LPF** - License Plate Frames

## Ad Codes

To create an AD CODE, you must be logged in as an Owner or Manager. First, click on the AD CODES link under the OPTIONS menu. Second, enter the new AD CODE in the CODE box and then tab over and enter the item name in the ITEM NAME box. Third, click on the NEW ITEM button.

The screenshot shows the QuickTrac software interface. At the top left is the QuickTrac logo and a 'HOME' link. The top right shows the user's session information: 'Sallys Shop', '09/29/08', 'User: Sally', and a 'LOGOUT' button. A navigation menu is located below the session information, with 'ADCODES' highlighted. Below the menu is a form with two input fields: 'AdCode:' and 'Item Name:'. A 'NEW ITEM' button is positioned below these fields. A table of existing ad codes is displayed below the form. The table has two columns: 'AdCode' and 'Item Name'. The table contains the following data:

AdCode	Item Name
AAA	AAA referral
CI	Community Involvement
CP	Customer Programs
DM	Direct Mail
DB	Drive-by
EC	Existing customer
LPF	License Plate Frames
NP	Newspaper
REF	Referrals
SV	Shop Vehicle
WEB	WWW (Internet)
YP	Yellow Pages

At the bottom of the interface, there is a copyright notice: '©2008 Quicktrac Software V.2.4'.

## Ad Codes

To delete an ad code, click on the CODE NAME under the ITEM NAME column. Then, click on the DELETE button.

To update an ad code, click on the CODE NAME under the ITEM NAME column. Then, click on the UPDATE button.

**QuickTrac™**  
HOME

**Sallys Shop**  
09/29/08  
User: Sally  
LOGOUT

COMPACT | TOOLS | OPTIONS | VERIFY | ANALYTICS | SCOREBOARD  
USERS | WORK CODES | ADCODES | SHOP | DISCOUNT | SCHEDULING

AdCode:  Item Name:

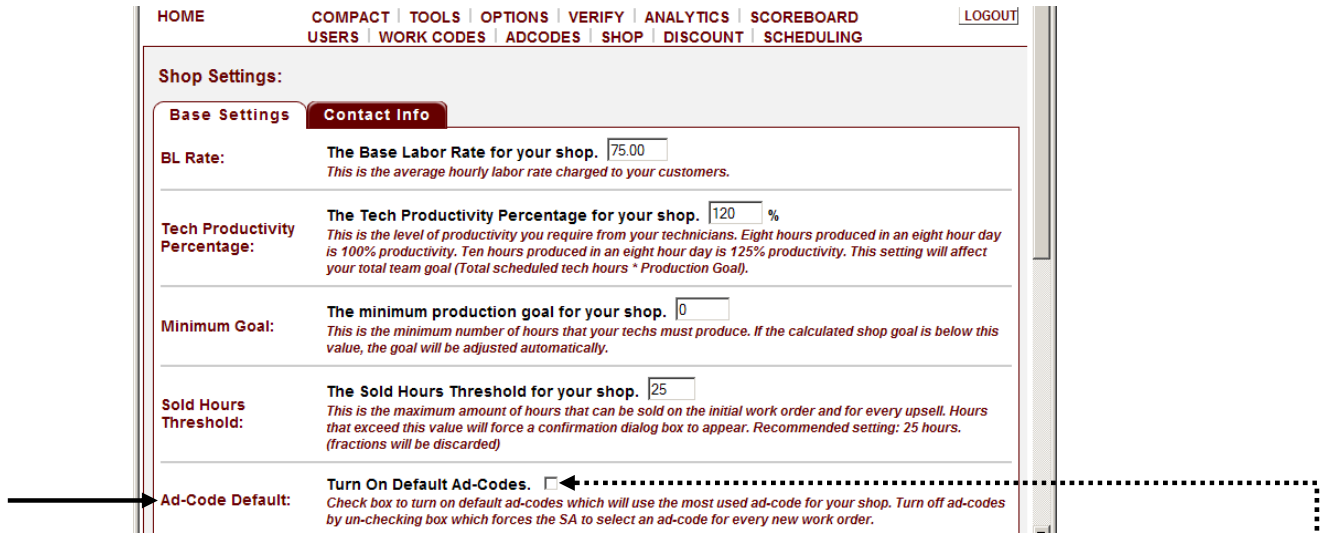
UPDATE DELETE CANCEL

AdCode	Item Name
AAA	AAA referral
CI	Community Involvement
CP	Customer Programs
DM	Direct Mail
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REF	Referrals
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# Ad Codes

In the SHOP SETTINGS, the AD-CODE DEFAULT option is toggled to an OFF state (unchecked box).



Having the AD-CODE DEFAULT option on an OFF state forces the AD CODE list box (as shown below) on the Service Advisor Personal Page to display the default message of "SELECT AD CODE" in the list box. This is the suggested setting since this promotes accurate data entry and prevents the Service Advisor from skipping over this field and not selecting the appropriate Ad-Code.

Accurate information on AD CODES will allow you to determine whether your current time and money put into advertising is well spent and will help you decide how you might want to spend your advertising dollars in the future to get even better results.

If the Owner, Manager, and Service Advisor are confident about having accurate ad-codes by checking it each time they create a work order then creating a work order can be even faster by choosing the AD-CODE DEFAULT to be on an ON state (checked box). The ad code will then display the most-frequently-used ad code for that shop and will only have to be changed when the ad-code differs.

