

# ITUpside

*Leading the Industry in Customer Revenue Enhancement*



## ITUpside BannerPRO

### Business Need

I want the ability to display different banners on my website and get statistics on their effectiveness.

### ITUpside Solution

As one of our web foundation products, ITUpside BannerPRO allows you to insert and rotate banners on your website. Statistics are kept for each banner as to number of views and clicks.

### ITUpside BannerPRO Product Description

Using the ITUpside BannerPRO product, you can easily upload your banners into a database for use on your website. You can manage the placement and frequency of rotation simply by selecting available banners for the banner location. All available banners that will physically fit in a banner location will be displayed for you. Simply placing a check mark next to the banner will enable the banner to rotate in the specified banner location. If you want to stop a banner, all you need to do is uncheck the box and the banner will be removed from the rotation for the specific location. Once a banner has been uploaded into the banner library, it will remain available for use on your website until deleted, so it is simple to reactivate a banner when you want it.

Activity reporting is available online and is updated daily. By selecting reports, you can view all site activity along with the activity for specific banners for specific time periods

### Typical uses of BannerPRO

- Promotional banners for special events.
- Local advertiser and charitable promotions.
- Scheduling of banners for product promotions on certain days.
- Outstanding employees.
- New menu items.
- New unit openings.