

Inquiry+ is the tool for tracking the distribution of your promotional material.

By keeping track of what's going where and who's getting what, Inquiry+ helps you assess your marketing strategies and focus your resources on the most effective avenues.

INQUIRY +

The Distribution Solution

Marketing Effectiveness

Inquiry+ gives you the power to track both the information coming into your office and the information going out. You always know where the most inquiries are coming from, which of your marketing tools are really working for you, and how best to spend your advertising budget.

Reports

Inquiry+ allows you to analyze the inquiry data you enter in a wide variety of ways. In addition to printing labels and lists of inquiries, you have instant access to a list of your top 10 cities, states, zip codes and sources, summary reports based on a variety of criteria and much more.

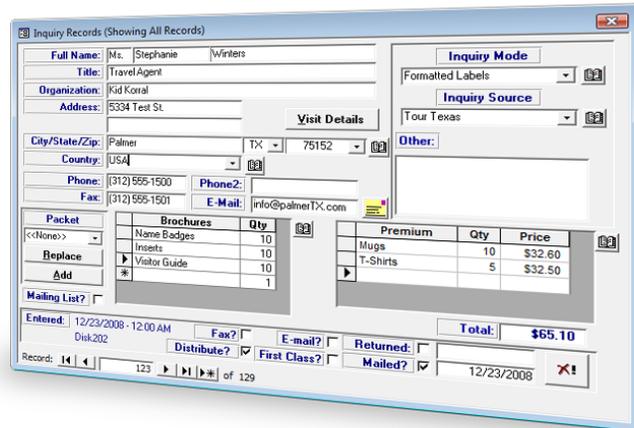
Control Over Your Data

With Inquiry+, easily import data directly from diskettes received from magazines or ad agencies. You can also export your data directly to Word, Excel, Lotus, Dbase, or to an ASCII file for further analysis.

About Our Company

The strength of John Paradiso & Associates, Inc. comes from our commitment to our clients. We are sensitive and responsive to our clients' needs. Devoted to their satisfaction, we take special pride in our relationships with our clients, individually and collectively.

We are a highly motivated team dedicated to providing the absolute best products and services available in the tourism industry.



The "plus" in Inquiry+

Attractions Database

Track all area attractions, call them up on the screen or print a select list and mail or fax to visitors.

Bulk Distributions

Inquiry+ lets you record and report on all of the brochures that you distribute to Visitor Centers, Airport and Highway Welcome Centers, Hotels and Chambers. Record inquiries and have those statistics captured in summary reports.

Calendar of Events

Maintain a calendar of upcoming events. Print or display on screen calendars for any date range or category.

Convention Services

Track groups to be serviced and what you promised them. Report on groups serviced.

Other Features

Automatic lookups to all information - sources, brochures, promotional items, etc.

Automatic zip code lookup.

User-defineable and editable lists

VISITORWEB

Seamless Integration from Your
Web Site to Inquiry+

Let your customers do your data entry for you.

VisitorWeb is the software tool that allows you to download inquiries entered into your website directly into Inquiry+. One click of a button does it all.

When potential customers go to request information from your web site, they see your customized data entry form. They enter their own data, and you simply download it later.

You can design the way your data entry form will look, and we provide the link to your website. You can design your form to match your website's color scheme, and you can put on it any fields that are in Inquiry+. What's more, you can write your own email acknowledgment message, and it will be sent automatically to everyone who request information from your web site.

The screenshot shows the 'VisitorWeb Data Entry Form Options' configuration window. It is divided into several sections: 'Form Title' (set to 'Visitor Information Request'), 'Form Body' (with color pickers for text and background), 'Auto Response Message' (with a custom message: 'Thank you for your interest. Your information is on its way. Let us know when you are ready to book your trip.'), 'Footer Message', 'Inquiry and Visit Detail Fields' (a table with columns for Field, Label, Display, and Required), 'Brochure Options' (with a dropdown for 'Default Brochure' set to 'Visitor Guide'), and 'Edit Lists' (with buttons for 'Brochures', 'Sources', 'Purposes of Visit', and 'Visit Details'). There are also checkboxes for 'Log communications?' and 'Truncate +4 zip codes?'.

Field	Label	Display	Required
Salutation (Mr/Ms)	Mr./Ms.:	<input type="checkbox"/>	<input type="checkbox"/>
First Name	First Name:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Last Name	Last Name:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Title (CEO, etc)	Title:	<input type="checkbox"/>	<input type="checkbox"/>
Organization	Organization:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The screenshot shows a web browser window displaying a data entry form titled 'Natural Charm Information - St. Charles, Illinois'. The form includes fields for 'First Name' (Andrea), 'Last Name' (Mordecai), 'Organization' (Albany Medical Center), 'Mailing Address' (20 Joseph Court), 'City' (Shelton), 'State' (Connecticut), 'Postal Code' (06484), 'Country' (USA), and 'E-mail' (amordecrai@amc.edu). There are also checkboxes for 'Would you like to be on our mail and email lists?' and 'How did you hear about us?'. A 'Submit Request' button is at the bottom.

- Automatic download means one-step data entry into Inquiry+
- Custom form design means your form matches your website
- You decide what information you want from your web inquirers, so you can collect more detailed information about what your visitors want
- Acknowledgement e-mail is sent automatically with your custom message.

Fully Functional
Evaluation Version Available

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JOHN PARADISO & ASSOCIATES
Solutions, Not Promises

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