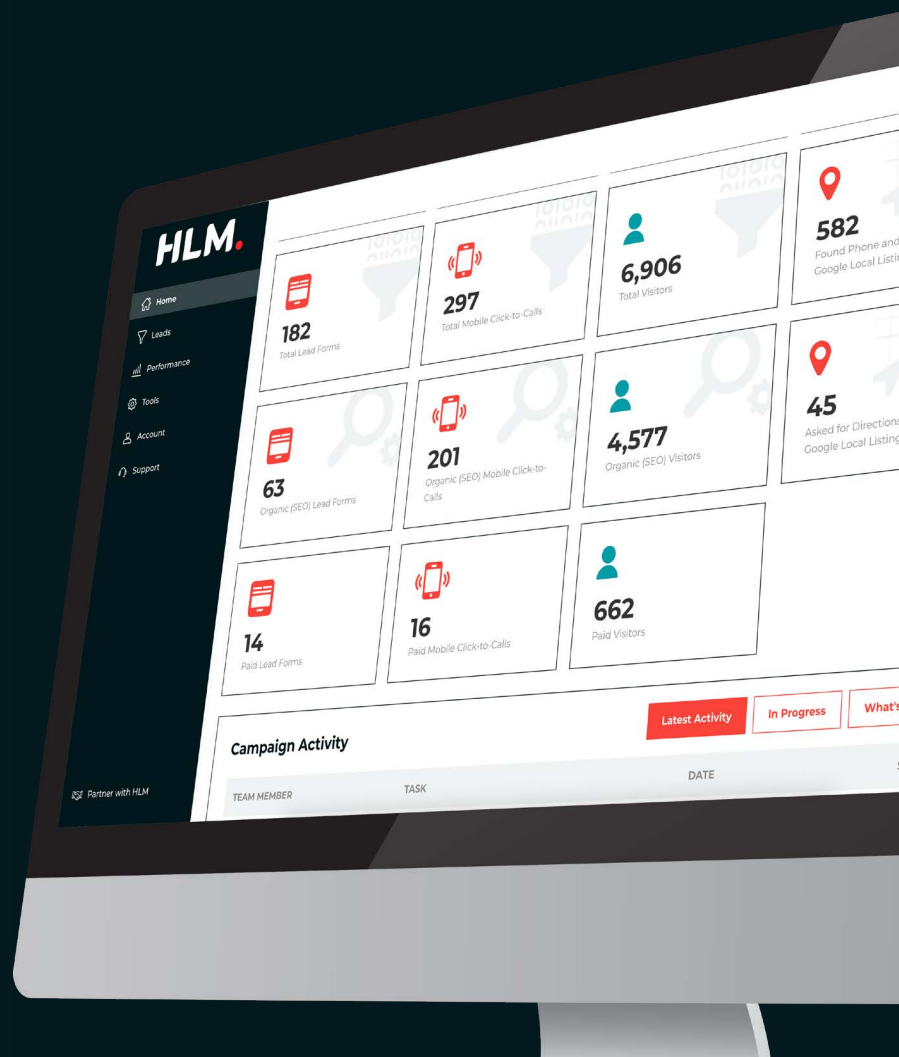


HLM.

Unlock the Mysteries of Your Marketing ROI.

The Footprint™ dashboard transforms how you access, understand, and act on your digital marketing campaigns.



Intuitive. Relevant. Actionable.

Finally, a Dashboard Built for People, Not Professors

The Footprint dashboard goes beyond charts and data; it's a powerful resource that keeps you informed, keeps us connected, and enables faster, more impactful decisions to accelerate the growth of your company.

Are you making business decisions on LAST MONTH'S DATA?

This outdated agency practice puts your business at risk of deploying outdated strategies and missing opportunities.

The market changes fast. The Footprint dashboard is the only real-time marketing dashboard that's designed exclusively for small businesses to view and act on campaigns, leads, and reviews with one login. Customers who take advantage of Footprint's capabilities understand where their best leads come from, identify gaps in their sales and follow-up, and experience better lead quality, usually within the first 90 days with HLM.

Maximize Every Marketing Moment.



Track Your Marketing Investment

- See your marketing strategy in action
- Visualize trends with data filters
- Identify highest performing channels
- On-demand access to advanced metrics

Track & Manage Leads in Real Time

- See live incoming calls and form submissions
- Return prospect calls and respond to form fills
- Review and listen to calls with call tracking service
- Rate leads to influence ongoing campaigns

Get More Customer Feedback

- Monitor live business listings
- See how people search for your business
- Request feedback individually or in bulk
- Gain valuable business insights

Know What Our Team is Doing

- Real-time HLM activity timeline
- See our total monthly investment and what it includes
- CSM/Support contact info
- Rate HLM support and services

**Better results start with better technology.
See Footprint in action!**

Scan to take a virtual tour

