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## Sales Portal Launches Expanded Version Of Its Award-Winning Proprietary Technology Infrastructure

*Enhanced Reporting Engine Delivers Sales Portal's Customers With The Industry's Most  
Comprehensive Real-Time Analytics*

For Immediate Release:

**MOUNTAIN VIEW, CA** (August 22, 2011) – Sales Portal has unveiled the company's newest version of its patent-pending technology, it was announced by Sales Portal Co-Founder and Vice President of Product Management Kevin Sandhu.

Sales Portal's latest release enhances the platform's already robust reporting and analytics engine. A staple for Sales Portal's growing customer base, the new analytics module increases the online platform's real-time reporting infrastructure to give contact centers/lead sellers and advertisers/lead buyers even greater actionable data. As a result, participants in Sales Portal's phone lead gen marketplace gain a total picture view for campaign performance, selection and tracking.

"Through the new and enhanced version of our auction marketplace technology, contact centers on the lead selling side of the marketplace gain real-time visibility into their end-of-call incremental revenue and other campaign economics, such as cost per read, in order to calculate the effective ROI of their campaigns. At the same time, lead buying advertisers are able to adjust their pay-per-call bid price, tweak their product offer, test new scripts, and see the results of their adjustments instantaneously. Sales Portal's breakthrough real-time analytics and proprietary filters are more robust than ever to offer the metrics contact centers and advertisers/marketers need to maximize revenues," said Sandhu.

Sales Portal is the world's first auction-based marketplace for contact centers and marketers to discover each other to sell and/or buy relevant phone leads. The company's breakthrough auction-based technology connects end-of-call live transfers from contact centers with pre-approved advertisers/marketers in real-time - and its cutting-edge lead transfer platform enables the delivery of qualified phone leads direct from such contact centers to the advertisers.

(more)

Sales Portal Unveils Newest Version Of Its Proprietary Technology

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### **About Sales Portal**

Sales Portal is the online marketplace where enterprises with contact centers easily monetize their call traffic and generate the maximum amount of incremental revenue. Advertisers bid against each other for the contact centers' end-of-call warm transfers and Sales Portal determines the most relevant and highest-bidding pre-approved advertiser and links the two parties to enable the delivery of pay-per-call phone leads. Winner of the 2010 Direct Marketing Association People's Choice Innovation Award, Sales Portal's breakthrough patent-pending technology delivers real-time analytics that offer the metrics contact centers and marketers/advertisers need to maximize revenues.

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