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Supplier Media Stats FAQs

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What is ROI?

Return on investment (ROI) information is available through [ASI Media Statistics](#). A license for ASI Media Stats enables you to view the amount of clicks your products receive each month. These clicks are generated within ESP from distributor search activity, as well as from end buyers through ESP Websites.

ASI Media Stats extends to include information regarding leads or editorial mentions from your company's print advertising with ASI.

ASI Show information as well as individual show performance statistics are also included in Media Stats.

What are the benefits of Media Stats (ROI)?

- Ability to analyze product clicks and know where your company's products stand within product categories
- Transparent access to daily pay for placement, banner, and product of the day advertising performance
- Improve the electronic advertising order and delivery process while helping suppliers generate more sales by reducing or eliminating advertising downtime

How can I get signed up?

All you need to do is contact ASI Product Support at (800) 546-1350 or email support@asicentral.com.

How can I learn more about Media Stats and what ROI can do for me?

For a more in-depth and personalized assessment of your advertising options, you will want to contact your ASI account executive.

How do I access my Media Stats after signing up?

Go to connect.asicentral.com. Enter your ASI#, Username and Password. Select "MediaStats" from the ESP Applications options and then click "Log in".