

## MMS Traffic Features

### Some of the most important traffic features in MMS include:

- **Toll Free Inventory** - With the 800 inventory feature, you can import available phone numbers from various call centers and assign them to specific media as needed.
- **Automatic Import of Daily Spot and Response Data** - With MMS, you can easily upload data each day, accommodating a variety of file formats sent by different vendors. Spots or responses which do not match valid codes are captured in a separate screen, where you can properly source them.
- **Matchback** - This feature automatically sources response data to stations and spots, based on many factors. These include phone number, URL, time and location of response, and stations' coverage and audience. This is especially helpful with vanity numbers. You can also set sourcing options for individual campaigns.
- **EDI (Electronic Data Interchange)** - MMS makes it easy to create and send various items to external parties. Broadcast orders, traffic instructions, dubbing orders and more are easily generated, using data previously entered in MMS. They are then faxed or e-mailed directly from your desktop, using address info from the MMS media contact manager. A history log records outgoing communications.

The screenshot displays the '800 INVENTORY' interface within the MMS Media Management System. The top navigation bar includes tabs for Admin, Global, AE, Traffic, Buy, PI, Accounting, Report, Upload, Preferences, and Filter. The user is logged in as 'admin'. Below the navigation bar, there are filter options for Client (all clients), Product (all products), Campaign (all campaigns), Creative (all creatives), and Station (all stations). A dropdown menu shows 'Acme Telemarket' selected, with a 'Load' button and a checkbox for 'Show unassigned numbers only'. Action buttons include 'Restrict to Product', 'Restrict to Creative', 'Restrict to Campaign', 'Remove Restrictions', and 'Move to Call Center'. A 'New number' field contains '8886564444' with 'Add', 'Import Numbers', and 'Delete' buttons, and an '800 Search' button. The main table lists phone numbers with columns for Client, Product, Creative, Campaign, Station, Creative, and Buy/PI.

	Phone	Client	Product	Creative	Campaign	Station	Creative	Buy/PI
<input type="checkbox"/>	(888) 555-1154							
<input type="checkbox"/>	(888) 555-1176							
<input type="checkbox"/>	(888) 555-7784					KTRK	Burger30	Buy
<input type="checkbox"/>	(888) 656-4444	Worldwide Widgets	Red Widget		Red Widget Summer 2009			
<input type="checkbox"/>	(888) 656-5852					multiple	multiple	Buy/PI