

To all Publishers



2018 Ad Effectiveness Study

Conducted by

Dr. Dennis Fromholzer, President, CRM Associates

Driving Growth Through Better Use of Sales & Marketing Information

We don't want you to miss out on this opportunity!

Your participation leads to free research which leads to more sales, don't miss out on this opportunity!

Dear Publisher Member,

Who wants a definitive metered ad research study that proves the effectiveness of independent publishers' directories and will help your sales people sell ads? I know you all do and ADP is giving it to you for free!

Sound too good to be true? Well, it's not. The only catch is that ADP needs a little help from its friends or in this case its publisher members. We need EVERY PUBLISHER to submit their call tracking data to CRM Associates. We know it takes some time to compile these numbers, but we can't stress enough how important EVERY PUBLISHER'S data is to this study and to our medium. Publishers who provide their data will receive the detailed analysis of the aggregated information in the 2018 Ad Effectiveness Study for free, a \$395 value!

Both the 2014 and 2016 Ad Effectiveness Studies conducted by Dr. Dennis Fromholzer, President of CRM Associates had such a positive impact on our industry because they confirmed that the Yellow Pages work for both advertisers and consumers, especially in independent publishers' directories.

Because ADP believes strongly that the 2018 Ad Effectiveness Study Sales Aids, which will include 200 of the top headings, will be one of the most important tools in a sales person's arsenal, we are offering it free as a benefit to publishers that are

current with their 2018/19 membership dues (a \$2,590 value). Why free? Because ADP knows that everyone in the Yellow Pages industry will benefit tremendously from this powerful study that will positively reinforce the ongoing strength and effectiveness of our medium. [Click here](#) to view an example of a Sales Aid from an earlier Study.

I strongly encourage all publishers to participate in the 2018 Ad Effectiveness Study. The information your company provides is proprietary and confidential and only available to CRM Associates. Please submit the form below by Monday, October 16, 2017. CRM Associates will contact you regarding the next step.

Thank you for your contribution to this important industry initiative.



Sincerely,

Cindi Aldrich
President and CEO

YOUR PARTICIPATION LEADS TO FREE RESEARCH

