

Why YELLOW PAGES Are Essential To Your Marketing Strategy AUTO PARTS & SUPPLIES-NEW

The average display ad at the AUTO PARTS & SUPPLIES-NEW heading generates 541 calls annually



285

The average display ad at the AUTO PARTS & SUPPLIES-NEW heading generates 285 annual sales

The average display ad at the AUTO PARTS & SUPPLIES-NEW heading generates \$56,980 in annual sales revenue



32



The Return on Investment for the average sale at the AUTO PARTS & SUPPLIES-NEW heading is \$37.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the AUTO PARTS & SUPPLIES-NEW heading, the advertiser needs to receive 32 calls annually.

STUDY COMMISSIONED BY THE ASSOCIATION OF DIRECTORY PUBLISHERS AND ANALYSIS PREPARED BY CRM ASSOCIATES