

Why YELLOW PAGES Are Essential To Your Marketing Strategy

GUTTERS & DOWNSPOUTS

The average display ad at the **GUTTERS & DOWNSPOUTS** heading generates 96 calls annually



44

The average display ad at the **GUTTERS & DOWNSPOUTS** heading generates 44 annual sales

The average display ad at the **GUTTERS & DOWNSPOUTS** heading generates \$38,231 in annual sales revenue





The Return on Investment for the average sale at the **GUTTERS & DOWNSPOUTS** heading is \$19.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **GUTTERS & DOWNSPOUTS** heading, the advertiser needs to receive 15 calls annually.

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