

Why YELLOW PAGES Are Essential To Your Marketing Strategy SEPTIC TANKS & SYSTEMS-CONTRACTORS & DEALERS

The average display ad at the SEPTIC TANKS & SYSTEMS- CONTRACTORS & DEALERS heading generates 122 calls annually

The average display ad at the SEPTIC TANKS & SYSTEMS- CONTRACTORS & DEALERS heading generates 59 annual sales

The average display ad at the SEPTIC TANKS & SYSTEMS- CONTRACTORS & DEALERS heading generates \$59,368 in annual sales revenue



13

122



The Return on Investment for the average sale at the SEPTIC TANKS & SYSTEMS-CONTRACTORS & DEALERS heading is \$38.20 for every \$1 invested in Yellow Pages

In order to break even on an ad placed at the SEPTIC TANKS & SYSTEMS-CONTRACTORS & DEALERS heading, the advertiser needs to receive 13 calls annually.

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