

Good Morning Ladies and Gentlemen,

I wanted to share a new feature with you that AdCo is utilizing that allows us to plot the origination of calls from test lines onto Google Maps. Below are links to the web pages with the calls plotted for all your company's completed tests from 2008. Please note that there are a lot of points on each map, so they may take a few moments to load.

(Links Omitted)

An interesting thing to note when looking over these maps is the amount of calls that originated from outside the areas we were testing. It is important to consider how far-reaching these directory coverage areas are, as potential customers are not just calling from within the "city limits." I understand that you may be initiating a new directive in which your company only places advertising in the home directories for each physical branch location, however please keep in mind that AdCo's philosophy is to also place advertising in the surrounding areas to capture a higher volume of potential leads. We believe that by eliminating advertising in surrounding books, the amount of people exposed to the advertising will drastically decrease, leading to a significant reduction in call volume.

One recommendation that we typically make prior to eliminating advertising would be testing print ads. One idea that may be of interest to you would be to test directories in which you do not currently have any physical locations (perhaps a surrounding city to a physical location), and the other would be to give the caller an option to press 1 or 2 depending on whether he or she is a New or Existing customer. By utilizing the latter option, we would then be able to determine how many leads are specifically derived from our print ads.

Please let me know if you are interested in either of these testing options, and we will put together a proposal for you. As always, please let me know if you have any questions regarding this information or your advertising program in general.

Thank you,

AdCo