How A Publisher Can Earn a 450% Return on Their Investment When Updating Their Older Data to 1YR Requesters

What have you done lately with your data to create new revenue?

Below is a success story of one publisher who committed to help their advertisers grow their business and, in the process, generated over a 400% return on their investment (ROI). When you finish reading this report, you will likely reach a simple conclusion that you should implement a similar process to grow your business as well.

You can achieve similar results without spending tens of thousands of dollars or several months to build a new data system and infrastructure. With the right mindset, and the support of the sales and audience development teams, you can start immediately and expect excellent results.

Publishers have to invest large amounts of money in audience development for quality data upkeep. With shrinking print revenues (down 50% in the last few years), the commitment to 100% one-year data accuracy is extremely challenging.
That shouldn't stop you from making quality data a priority. We can show you a way to update and enhance your database, while at the same time providing your advertisers what they need most to grow their business (qualified leads).

In today's financial environment, can you afford to hesitate to implement a strategy to sell more and, in the process, help yourself to an amazing ROI?

How do you achieve the highest ROI?

You need to make:

One business commitment - decide to dramatically increase the number of leads you are generating and qualifying for your advertisers (be ready to get out of your comfort zone), and charge for all leads.

One strategic decision - make a commitment to integrate your sales, marketing, and audience development team for the purpose of these projects. Identify a leader to oversee that your instructions are being executed.

Focus on one integrated process - believe that every subscriber, member, or contact name in the database represents a new sales opportunity for one or more of your advertisers/clients.

It is very important to remember that all of your clients have sales teams begging for quality leads they can sell to. Most of your clients do not have a proven system in place to find these prospects. Moreover, sales teams are struggling to reach their clients and prospects right now, and they will appreciate any help and support you can offer adding qualified actionable leads to their empty sales funnels.

Project Details

A publisher supporting his advertiser client was focused on generating qualified and actionable leads delivered daily to the sales force for an immediate follow-up.

The advertiser provides services needed for the ongoing care and maintenance of commercial buildings.

What did the advertiser consider a lead?
Leads were divided into FIVE groups and billed based on FOUR distinguished criteria:

	Cost Per Lead	Lead Description
A.	$10.00	A named person responsible for the care and maintenance of a specific area in a commercial building.
B.	$0.00	A named person responsible for the care and maintenance of a specific area in a commercial building **WITHOUT** an identified project in the next 12 months.
C.	$90.00	A named person responsible for the care and maintenance of a specific area in a commercial building **WITH** an identified project in the <u>next 6 months.</u>
D.	$70.00	A named person responsible for the care and maintenance of a specific area in a commercial building **WITH** an identified project in the <u>next 6-12 months</u>.
E.	$125.00	A named person responsible for the care and maintenance of a specific area in a commercial building **WITH** an identified project <u>in the next 1-12 months</u> **ready for follow-up communication with a representative**.

Once a lead was qualified, a follow-up e-mail was sent to thank the "lead" for their interest and strengthen the advertiser's brand.

Below is a summary report of the project describing how the ROI was calculated.

450% ROI Process

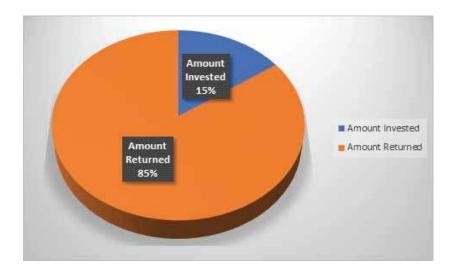|	
50,000	Total number of records that the publisher made available to contact (2YR and 3YR subscribers).
2,765	Total number of contacts needed to achieve this campaign results.
2,015	Total number of subscribers qualified during this one project
1,345	Total number of people "interviewed" (66% of qualified subscribers).
985	Total number of ALL leads generated (73% of people interview).

Total project cost = $6798.00

Lead Breakdown

	Number of Leads	Lead Description
A.	985	Decision-makers meeting client's select criteria.
B.	305	Decision-makers meeting client's lead requirements (subset of "A").
C.	170	Companies with a project within 6 months (subset of "B").
D.	135	Companies with a project within 6-12 months (subset of "B").
E.	125	Qualified and actional leads expecting to interact with advertiser's representative immediately (subset of the C+D leads - 41%).

The $ Value of the Leads

	Cost Per Lead	Number of Billable Leads	Total $ Collected
A.	$10.00	680	$6,800.00
B.	$0.00	520	$0.00
C.	$90.00	80	$7,200.00
D.	$70.00	100	$7,000.00
E.	$125.00	135	$16,875.00
		TOTAL:	$37,875.00

The advertiser confirmed that these leads were better than any prior lead generation efforts or other lead source used.

The publisher's audience development department confirmed that not only was the ReQual project subsidized by this project ($0 direct cost to their budget), but that they are expecting to finally be considered as a profit center for the organization and no longer have to carry the historical label of a cost center.

The publisher sales force, realizing the profitable opportunity, is dedicated more than ever to engage all advertisers and promote our lead generation process as part of their product offerings. They expect great demand, especially as companies continue to battle the challenging impact of COVID-19 and are looking for ways to fill up the sales team funnel with new business opportunities

Contact us for additional details including production and audience breakdown analysis reports to help establish how you can experience the highest ROI on your projects.

E-mail: ronen@bvtmemail.com

Phone: 847-433-8183