

Advertising: The Waste Land

Submitted by: Location Based Telecom Ltd

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The old maxim, "I know that 50% of my advertising works, I just don't know which 50%", attributed to various captains of industry, * is about to get a make-over, according to figures just released. It seems that the true number should be 33.69% - although, in truth, the precept, "I know that 33.69% of my advertising works" doesn't have quite the same ring to it.

LBT Marketing Director Gary Mays has just completed an analysis of the advertising of 200 companies in the SME category. He found that this advertising generated 265,414 calls across some 1800 telephone lines and that an average company missed 16.31% of these calls. The average SME in the UK spends £63,000 a year on advertising, much of it aimed at getting the telephone to ring. That 16.31% of unanswered calls therefore means a waste of £10,275 in advertising expenditure and suggests that these companies are missing countless thousands of pounds in lost revenue.

"These statistics confirm something that we have suspected for some time", says Mays, "a suspicion that was behind the development of AdMeter, our advertising effectiveness measuring system. AdMeter is a powerful web-based tool that monitors, in real time, all inbound telephone calls generated by advertising and sales promotional activity. AdMeter also analyses the cost per call as well as providing checks on how well staff are reacting to sales calls. Missed calls and engaged signals are fielded by an email alert to keep the advertiser in complete control." As Mays says, "When you can measure it, you can manage it – and avoid wasting all that advertising money."

AdMeter is one of a number of smart telephony products developed by Coventry firm Location Based Telecom. For more information telephone 08717 500 123, email info@admeter.co.uk or visit www.admeter.co.uk.

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Notes to Editors

* The phrase is attributed to Henry Ford and Viscount Leverhulme but it is most likely that John Wanamaker (1838-1922) the Philadelphian merchant first used it.

Location Based Telecom operates the Connect2Taxi service that links callers to a database of Taxi operators throughout the UK and AdMeter the innovative advertising monitoring system.

Contacts: Barry Hughes, 01273 882356 / 07946 040047

Graham Pollard, 07919 888833