



## PRESS RELEASE

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#PagesJaunes #performance #ROI

### **PagesJaunes to measure its advertising performance and guarantee the number of contacts to be generated for its customers' digital campaigns**

The share of the web in advertising expenditure is poised to grow continuously with 31%<sup>1</sup> of the total ad spend being on the web in 2017, overtaking television. Advertisers therefore have expressed the need to measure the performance of their digital campaigns with indicators that are easy to control and compare. To address this need, PagesJaunes is going even further in its ROI initiative<sup>2</sup> and is making the contact the new index of efficiency of its customers' local digital communication.

PagesJaunes is offering advertisers, exclusively and right now, the ability to **renew their commitments to Search Local products - with in return, a promise on contacts generated, the number of which varies according to the amount of the renewed budget.**

This dynamic is based on the "satisfied or get your money back" principle. If the contacts commitment is not reached, PagesJaunes reimburses its customer the costs incurred, in proportion to the number of contacts not delivered.

**The contacts correspond to clicks on the "Call to Action" buttons** that the Internet user uses to access practical information on a professional on pagesjaunes.fr, such as Show the number, Map, Contact by email, Book, etc.

***"Managing digital advertising performance is crucial for advertisers and even more so for small and medium sized businesses who need to be reassured when committing budgets to the Web. Many regularly highlight the challenges of controlling the different tools, formats and indicators. In the face of this market need, we at PagesJaunes have opted for simplicity and transparency by committing to a number of contacts to be generated for our customers, in return for the renewal of their subscription to our solutions. This innovative promise is proof of how competitive our prices are for the contacts we generate and the power of pagesjaunes.fr, a genuine lever for business efficiency",*** explained Christophe Pingard, PagesJaunes CEO and Vice-President of the SoLocal Group.

Tested on a panel of over 8,000 customers, mainly composed of small and medium sized businesses and accounting for 15% of the turnover from PagesJaunes' Search Local activities, this commitment may be extended by the end of the year to take in all professionals investing in ranking products.

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<sup>1</sup> GroupM, "This year, next year", 2016, report on projected advertising investments for 2016 and 2017.

<sup>2</sup> ROI: Return On Investment

<sup>3</sup> Search Local activities refers to digital solutions and services offered to businesses to increase their visibility and develop their contacts at a local level through SoLocal Group's own brands, which include PagesJaunes, Mappy, Ooreka, and its special partnerships (Google, Bing, Yahoo!, Apple and Facebook).

Details on 3 products concerned by PagesJaunes' commitment :

- **Keywords:** priority display on the products, services, expertise and professional specialities listed on [pagesjaunes.fr](http://pagesjaunes.fr) and on the SEO answers-list on Google ;
- **Premium visiting card:** priority display on the activity/business of the professional present on [pagesjaunes.fr](http://pagesjaunes.fr) and on the SEO answers-list on Google ;
- **Pole Position:** display in 1<sup>st</sup> position on 50% of searches on the locality and activity pair chosen on [pagesjaunes.fr](http://pagesjaunes.fr)

**This promise from PagesJaunes is part of its on-going commitment to French SMBs to help them take up their digitalization challenges** because still today only 66% have a web site compared to 87% of SMBs in Germany<sup>3</sup>. Their need for reinsurance indicators to engage their budgets on the Web is perfectly addressed with this assurance that they will be able to benefit from the number of contacts set prior to the start of their digital campaign.

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<sup>3</sup> Source: Connected Growth, SMBs fight back, International Benchmark, the National Digital Council (Conseil National du Numérique), July 2016.