

The Media Audit Software Annual Consumer Buying Power

- **The Media Audit Software**...can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software program of any qualitative media software program available anywhere.
 - **Annual Consumer Buying Power** can be used to...
 - Replace or add to transactional business with revenues from local advertisers
 - Appeal to local advertisers interest in revenue potential
 - Present your medium in simple retailer terms of...
 - Their Customers
 - Average dollars spent by a given customer base
 - Total dollars spent on a given category
 - Return on Investment

The Media Audit's Annual Consumer Buying Power report, founded on the Bureau of Labor Statistics surveys, is the retail shopping cart of your market. It covers hundreds of categories from bread to women's accessories to pest control to vitamins. In the automotive category, it shows what your medium will deliver in major aftermarket segments from brakes to body shops, from tune-ups to tires.

Targets	Market Persons	Media Persons	Media \$'s	Average \$'s
COOLANT, BRAKE/TRANSM.FLUID, ADDIT., RADIATOR/COOL	263,264	19,500	1,848,482	95
BRAKE WORK, INCLUDING ADJUSTMENTS	158,426	8,598	9,980,393	1,161
CLUTCH AND TRANSMISSION REPAIR	73,886	5,700	16,988,550	2,980
ELECTRICAL SYSTEM REPAIR	121,197	9,301	9,912,145	1,066
FRONT-END ALIGNMENT, WHEEL BALANCE AND ROTATION	68,683	8,617	3,152,576	366
MOTOR TUNE-UP	369,926	36,765	26,908,658	732
REPAIR TIRES AND OTHER REPAIR WORK (BATTERY, WIPER	297,076	24,787	18,195,096	734
REPAIR TO ENGINE COOLING SYSTEM	89,726	5,847	22,083,660	3,777
TIRES (NEW, USED OR RECAPPED) REPLACED AND MOUNTED	481,334	48,549	67,939,528	1,399
TOTAL EXPENDITURES			177,009,088	
AVERAGE EXPENDITURES				1,368

The automotive analysis above is something that could be taken to an automobile dealer to show them how many dollars your media accounts for in the automotive aftermarket for each of the nine categories covered in this analysis.

But that obscures your ability to involve the dealer as a participant in the evaluation of your media's value to his business in building revenue in increasing his Return On Assets by investing in an advertising schedule with your media.

One of the key values of The Annual Consumer Buying Power from The Media Audit...

- It ties your media into virtually every one of the hundreds of categories covered in this report.
- The only thing missing from the analysis above...
 - Return on Investment...
 - Which can be used to get appointments with retailers in your market.
- A key value that ACBP (Annual Consumer Buying Power) gives you is information that you can use to get a meeting with a prospect.
 - Retailers understand ROI (Return On Investment)
 - The Media Audit's ACBP program includes a software program that talks to retailers in terms that they can relate to regarding their ROI.

Specificity for a given target audience regarding the potential ROI a given advertiser can gain via your media will improve the probability of closing the sale. How?

- Involve retail prospects by asking them to insert their estimates via the ACBP budget calculator for...
- Gross Profit
- Profit Margin...
- And the percent they will invest in your media....in this case a local media website

Advertising Campaign Settings

Media	Target	Calculate	Print	Clip	Help	Exit
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MEDIA: OHIO.COM

TARGET: ACCOUNTING FEES

AVERAGE DOLLARS SPENT BY TARGET HOUSEHOLDS PER YEAR.....	2,553
GROSS MARGIN % ((REVENUE - COST OF GOODS SOLD) / REVENUE) * 100.....	<input style="width: 50px;" type="text" value="98"/>
GROSS MARGIN DOLLARS.....	2,502
NUMBER OF TARGET CONSUMERS REACHED BY MEDIUM.....	21,744
WHAT % OF PEOPLE EXPOSED TO AD CAMPAIGN WILL BECOME CUSTOMERS? <input style="width: 50px;" type="text" value="3"/>	
POTENTIAL # OF CUSTOMERS REACHED.....	652
TOTAL GROSS REVENUE POTENTIAL PER YEAR.....	1,632,141
% OF GROSS REVENUE POTENTIAL ALLOCATED TO ADVERTISING.....	<input style="width: 50px;" type="text" value="3"/>
DOLLARS INVESTED IN ADVERTISING CAMPAIGN.....	48,964

- Note the white boxes in the above analysis. These are the estimates that you would ask a prospective retailer to estimate for his or her business.
- The bold face numbers printed in black are the result of the prospect's estimates for...
 - Gross Margin %
 - The % of the target audience exposed to the prospect's ad campaign who have a high probability of becoming the prospect's customers
 - The % of the gross margin allocated to advertising
- These estimates should produce a Total Gross Revenue Per Year of \$1,632,141...if the prospect's estimates are close in their predictive accuracy.

The Annual Consumer Buying Power is...

- A new way to build direct business
- Research insight into local businesses
- A new approach to get retail appointments
- An ROI approach to accelerate closing sales