TelePath

Directory Distribution System

Distribution Tracking & Verification

TelePath—Overview

Easily Track and Verify Your Directory's Distribution

As a directory publisher, efficiency and quality are critical as you move to the distribution phase of your publishing cycle.

Once your directory is published, distribution must be tracked and verified so you can offer proof to your advertisers that the books have reached their intended audiences.

With **TelePath,** our directory distribution and tracking system, any size publisher can organize an efficient directory delivery plan, whether using your own delivery personnel, individual contractors, a contracted company, or a combination of them all.

Use TelePath's Flexible Program to:

• Define and assign your distribution area based on a variety of definition criteria.

• Verify directory distribution using operator-defined validation criteria.

• Generate comprehensive delivery reports that provide total distribution information, including missed addresses and delivery counts.

TelePath's Benefits:

In addition if you choose to contact advertisers at random to verify delivery, you can create a telephone script for the operators and use the follow-up contact to obtain statistical information on any questions you may like to ask. This additional contact creates good public relations and provides yet another selling opportunity!

You don't have to have a Yellow Magic Publishing System to take advantage of TelePath's Directory Distribution Tracking and Verification System.

Telepath May be Used with Any Publishing System!

TelePath offers more proof that your bottom line shows higher profits with products from Yellow Magic Incorporated!

"*Any Sufficiently Advanced Technology is Indistinguishable from Magic*"
Arthur C. Clarke