

### Ever wonder what all those little clicks users make to save and share info really add up to?

A new research study by YellowPages Group Canada shows how Agendize Save & Share alone generate 136% more calls per click—proving how capturing user "micro-actions" can make a big difference in phone lead generation.

### Ever ask what you can do to retain customers and continue to grow—even in a slow economy?

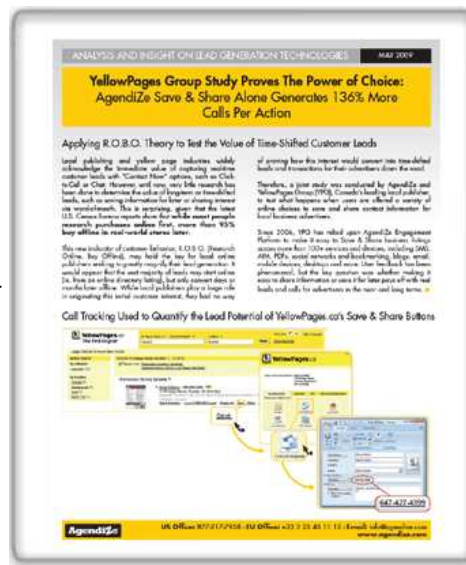
We also have two case studies that reveal how YellowPages Group and Trudon (the largest local publisher in South Africa) have made great improvements in their lead generation, reporting and engagement capabilities with Agendize, virtually overnight.

Download the YPG white paper and our case studies, meet our newest classified, directory and video publisher customers, and learn about upcoming industry events—all here in this special summer edition of the Agendize Newsletter.

Read on and enjoy!

### YellowPages Group Study Proves How Little Actions Add Up to Giant Phone Leads

A surprising new research study conducted by Agendize and YellowPages Group Canada reveals that Save & Share clicks generate more phone calls than Click-to-Call itself. The latest US Census Bureau reports show that while most people research businesses and purchases online, more than 95% transact offline in real-world later. This indicates that the vast majority of people visiting online directories do not want to "contact now"; they want to "save and share for later." By capturing these long-term leads with Agendize Save & Share tools, YellowPages Group was able to generate 1.36 calls per click, month after month—thousands of calls that would have been missed otherwise.

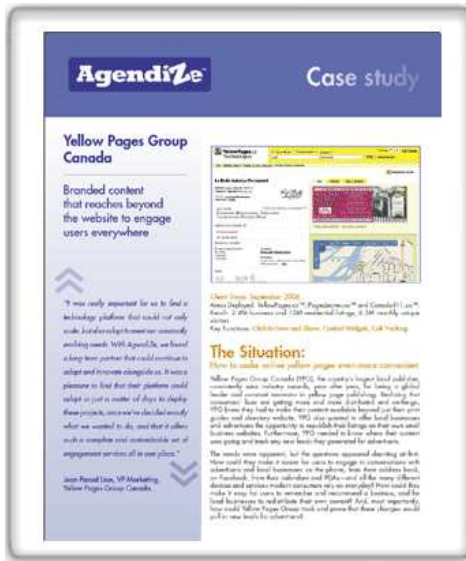


*Download the YPG research study here:*

### Two Case Studies Reveal The Best Practices For Engaging More Local Consumers

Since 2006, YellowPages Group (YPG), Canada's leading local publisher, has worked with Agendize to constantly add new engagement features to their online directories. To make their content more accessible and engaging for users, YPG first deployed Agendize Click-to-Save and Share, which integrates their local content with more than 100+ popular services and devices that social consumers use everyday. Later, to extend the reach of their brand and build customer loyalty, YPG offered thousands of small businesses Agendize Contact Widgets--portable versions of YPG listings, complete with Save & Share functionality, that can be easily embedded in any SMB website or newsletter.

In 2007, YPG earned the Yellow Page Association Silver Award for Marketing Innovation for their new Save & Share functionality and Facebook integration, powered by Agendize. Today, **Agendize helps YPG generate more than 340,000 user engagement actions per month.**



Download the YPG case study here:

This year, TDS Directory Operations, South Africa's largest local publisher, changed its corporate identity to Trudon and wanted to relaunch their online yellow pages brand with many new interactive features. They decided to use the AgendiZe Engagement Platform because it offers the industry's only all-in-one solution that could enable all the new features they wanted simultaneously. Trudon combined AgendiZe Click-to-Call with Click-to-Save and Share to ensure they could engage both users who wanted to contact a business now and those who wanted to save their research for later. To help generate word-of-mouth for local business customers, Trudon also deployed AgendiZe Comments & Ratings, which enables users to rate, review and recommend businesses. Working together with their Microsoft FAST integration partner, the entire setup took only two weeks from start to finish.

Over the past six months, more than 32,000 calls were made using Click-to-Call with a 51% call completion and conversion rate—far exceeding industry averages. Moreover, more than 349,000 additional user interactions and online leads were generated, along with hundreds of consumer comments about local businesses.



Download the Trudon case study here:

## New Partnerships with Classifieds, Directories and Video Publishers Around The Globe

We're pleased to announce many new partnerships with some of the world's top publishers.



- **Immotop**, Luxembourg – Immotop, a leading real estate listings portal in Luxembourg, will use AgendiZe Click-to-Call and Click-to-Save and Share to help connect buyers directly with local home owners.
- **NCI Apartment Finder**, US – Network Communications, Inc., the largest publisher of local printed and online magazines for the US real estate market, will deploy a wide variety of new engagement features on its flagship portal, ApartmentFinder.com, using the

AgendiZe Engagement Platform.



- SPH RedNano, Singapore – Singapore Press Holdings, one of the largest local media publishers in Southeast Asia, further expands its relationship with AgendiZe. The company will use the AgendiZe Engagement Platform to power a full suite of user engagement services on its new portal, Rednano.sg—Singapore's first local search and directory engine.



- Jivox, US & India – Jivox, a global online video publisher network, has embedded AgendiZe Video-to-Action tools within its online video player. Now audiences around the world can do much more than just watch videos; they can interact with using Click-to-Call and Click-to-Save and Share.
- Spotzer, US – Spotzer, the first global advertising agency for online video, will use AgendiZe Video-to-Action tools to embed a full suite of user engagement options within its video player, enabling users to directly contact local businesses or save and share contact information while watching local video ads.

## Summer '09 Industry Event Calendar

Summer is here and we look forward to attending the EADP Conference in Barcelona, Spain, May 28-29. Later in September, we'll also be traveling to the EADP Annual Congress in Prague, Czech Republic, and Directional Media Strategies in Orlando, Florida.

Perhaps we'll see you there? If you plan on attending any of these conferences, we'd love to meet you in person and trade some interesting industry stories.

## Contact Info and Scheduling Demos

If you would like to schedule a private demo of the AgendiZe service at any of these conferences, or would like to speak with us about how AgendiZe can help you build user loyalty and extend the reach and duration of local ads and listings, please email to [sales@agendize.com](mailto:sales@agendize.com).

Or, you can call us directly at:

**U.S & Canada: 817-416-4864**

**Europe & Asia: +33 3.25.45.11.12**

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