**Auckland Yellow Pages Listing Upgrade Promo eDM Workflow**

Target Audience

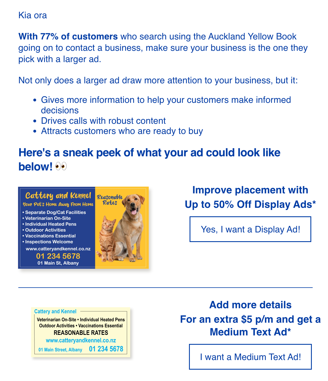
* Auckland Yellow pages section paid listing customers
* Do not have display or text ad in Auckland

Offer

* Upgrade to Medium Text Ad spot colour for additional $5 per month on top of current listing / enhancement charges. (Equates to additional $5 x 18 = $90 to add to current listing / caption spend)
* Upgrade to Display Ad (monthly pricing) for half price. (Not eligible for bonus free display ad).

eDM

* Deployed Weds August 30, 2023. **Offer ends on 5pm Friday 29 September 2023.**

**Workflow**

**CTA clicked:**Click on CTA in email -> go to landing page -> Complete form -> form submission creates a Deal into **Print Hot Leads** pipeline -> Deals rotate around the print team for follow up and normal sales process takes over

**Email opened/no link followed:** if email has been opened but no action taken after 24 hours a deal will be created and drop into Print Warm Leads pipeline -> sales will follow up and normal sales process will take over

1. **Customer request Text Ad:**

* Print Hot Lead Deal is assigned to Salesperson on rotational basis.
  + Salesperson contacts customer confirms upgrade and final pricing. Note, **add $90** to the current total rate of the paid listing / caption the Text Ad is replacing.
  + Salesperson closes the Hot Lead Deal (as closed won) with $0 price because Salesperson will be **amending the existing Deal** (see next point)
  + Sales Amends existing Hubspot Deal and change STAGE to either “Assigned or Working” whilst they finalise details with the customer.
  + Sales collects information from customer and sends request to Business Support. Sales to specify Auckland Upgrade Promo offer to Business Support when closing / submitting deal.
* BAU E+ process, billing term to be monthly (18)
* Loading Instructions:
  + Any exceptions must be pre-approved by Sales with Rob Jane.
  + Business Support calculates new total charge and discount value to apply.
  + Udac: use either 2TS2 (rate $1164) or 2TSP (rate $381) whichever is greater than the new total price to apply.
  + E+ Discount Code: Use manual Rate “AK2024 Med Text U/g”
* **Text Ad Promo Upgrade Business Rules / Exclusions:**
  + Not available to free listers or for new headings
  + Must be an upgrade from paid listing / caption / bold name
  + Does not replace existing Text Ad or Display in heading.
  + Auckland book only
  + Not available for Local area coverage
  + Max charge – cannot exceed rate for 2TS2 $1164
* Scenario example:
  + Customer with chargeable listing + bold name (total spend $440). Current total spend is higher than rate of the current Promo Text Ad udac 2TSP $381
    - Load 2TS2 udac (rate $1164) and discount back to $530 ($440 current spend + $90 upgrade value)

1. **Customer request Display Offer:**

* Print Hot Lead Deal is assigned to Salesperson on rotational basis.
  + Salesperson contacts customer confirms upgrade and final pricing. Display ads are from the Monthly rate card, Regional coverage only.
  + Salesperson closes the Hot Lead Deal (as closed won) with $0 price because Salesperson will be **amending the existing Deal** (see next point)
  + Sales Amends existing Hubspot Deal and change STAGE to either “Assigned or Working” whilst they finalise details with the customer.
  + Sales collects information from customer and sends request to Business Support & Art Studio for ad design. Sales to specify Auckland Upgrade Promo offer to Business Support when closing / submitting deal.
* BAU E+ process, billing term to be monthly (18)
* Loading Instructions:
  + Any exceptions must be pre-approved by Sales with Rob Jane.
  + Udac: New Display range from Monthly rate card
  + E+ Discount Code: “AK2024 Display 50%”
  + E+ will apply 50% discount to system rate of Display udac loaded.
  + Discount re-rates at pcp – in year 2, Regional Display ads can offer free additional display ad same size new category if retain existing at full price.
* **Display Promo Upgrade Business Rules / Exclusions:**
  + Must be an upgrade from paid listing / caption / bold name
  + Does not replace existing Text Ad or Display in heading.
  + Auckland book only
  + Max Display 8UH. Full page Display excluded
  + Available for Local area coverage Display Ad

Terms & Conditions

* Only available for advertising purchased in the Auckland 2024 Yellow pages.
* **Offer ends on 5pm Friday 29 September 2023.**
* The Medium Text Ad upgrade replaces the paid listing, caption or bold name enhancements within the same heading.
* The Medium Text Ad upgrade is charged as $90 (equivalent to $5 per month x 18 months) additional to the current charges for the paid listing, caption and / or bold name the Medium Text Ad replaces.
* The Display Ad upgrade applies within the same heading of the paid listing, caption or bold name enhancements.
* Not available to replace any existing Text Ad or Display Ad in the same heading.
* The Medium Text ad or Display Ad purchased in this offer re-rates to standard rate card price for following year Auckland edition (2025 delivered book).
* Full page Display Ad excluded from the 50% off Display Ad offer.
* Prices exclude GST.
* Yellow standard terms apply