

# Isn't it time to get to the point?



**You assure your clients that your directory is reaching the consumer and that their advertising dollars are hard at work. But, can you really *prove* it?**

**YES, YOU CAN!**

Introducing **VerusTrak**, Product Development Corporation's revolutionary satellite tracking delivery verification technology, offering:

- Unprecedented directory delivery validation.
- A unique tool for distribution quality improvement.
- A comprehensive solution to boost confidence in delivery and penetration of the directory.

PDC is the only distribution company with the potential to track and confirm delivery pinpoints for **every address on every route**. This blanket of data cost-effectively supplements existing quality measures and provides as much as **40 times more validation** than traditional telephone verification alone.

Combining GPS data, telephone verification, and third-party audits generates multi-tiered evidence of delivery completion...**unmatched in the industry**. This powerful combination provides validation that the directory is reaching the consumer, allowing you to more effectively convince your advertisers of the value and scope of the media.

PDC can provide timely feedback to carriers delivering routes, improving accountability and control over quality. Your distribution teams will have more accurate information to quickly resolve complaints and confidently judge satisfaction of delivery requirements.

**You and PDC... a dynamic partnership!**



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Delivery area and geocoded addresses on delivery routes



Distributor provided PDC's GeoTrax GPS device



Distributor places book, clicks GPS device to record delivery



All deliveries are reverse geocoded and pinpointed