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Contacts:

Erik Madsen, VP of Marketing
319-739-1717, <mailto:emadsen@adtrack.com>
<http://www.adtrackservices.com/>

AdTrack Studies Manufacturers' Sales & Marketing Challenges

Sales Lead Management Company Launches New Research Project

Cedar Rapids, Iowa, February 1, 2008 – The AdTrack Corporation is tackling one of the toughest issues for the nation's manufacturers: sales and marketing effectiveness. The sales lead management company has launched a six-month research study of the unique challenges and practices of the manufacturing industry.

AdTrack created a concise, ten-question survey to gather data about sales channel processes, lead management practices, advertising/promotional activities and return on investment (ROI) measurement. Marketing and sales professionals at any manufacturing company are encouraged to take the quick survey through a link at <http://www.adtrackservices.com/>.

After responses are gathered and analyzed, AdTrack will release a comprehensive industry insights report later this year. To receive the report, you must provide your email address at the end of the survey. All the data gathered through the survey will be analyzed en masse. Individual responses will not be stored.

For more information, contact AdTrack VP of Marketing Erik Madsen at 800-735-3237 or <mailto:emadsen@adtrack.com>.

About AdTrack

The AdTrack Corporation connects clients around the world with their future customers. Since 1981, the lead management company has provided tailored customer acquisition services, including fulfillment, bulk literature distribution, inbound and outbound calling and marketing and sales support services. Learn more about AdTrack's customer acquisition process at <http://www.adtrackservices.com/>.

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