



AD INSIGHT STUDY

Survey report prepared for:

Accudraft



STUDY BACKGROUND & METHODOLOGY

The Ad Insight Study is designed to provide participating companies with real-world market feedback on the effectiveness of advertising creative. Select advertisements in the August 2023 issue of *FenderBender* were studied. Readers reported their perception of each item in terms of whether or not it was attention-getting, informative, or memorable, whether or not the advertisement prompted them to take action, and commented on what they liked or might change on the ad. By analyzing readers' reactions to their own ads and comparing their performance with other advertisements studied, advertisers can discover ways to communicate more effectively with *FenderBender* readers, thus enhancing the return on their advertising investment.

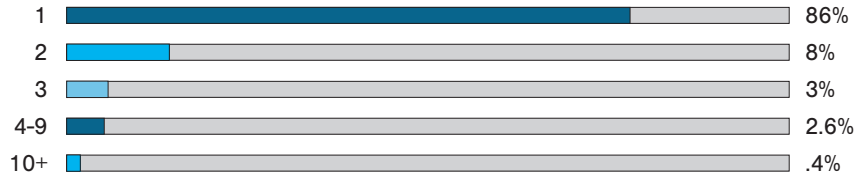
The sample for this online study was selected from the domestic qualified circulation of *FenderBender*. Individuals included in the sample were emailed an invitation to participate in the study on **September 5, 2023** and were offered an incentive to take part (those that completed the study were entered in a drawing for a \$100 Amazon gift card). Study responses were collected from **September 5, 2023 to September 18, 2023**, and findings are based on the input from 242 study participants.

ADS INCLUDED IN THE STUDY

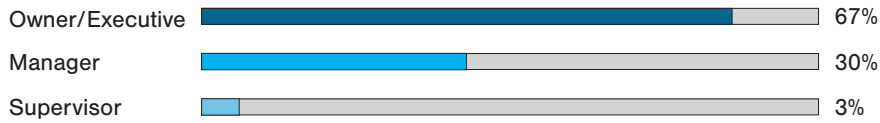
- Accudraft
- ARSLoaner
- asTech
- Autel
- Auto Data Labels
- Axalta Coating Systems
- CCC Intelligent Solutions
- FinishMaster
- Industrial Finishes
- LaunchTech USA
- LKQ Corporation
- O'Reilly Auto Parts
- Polyvance
- PPG Industries
- ProColor Collision
- SATA

RESPONDENT PROFILE

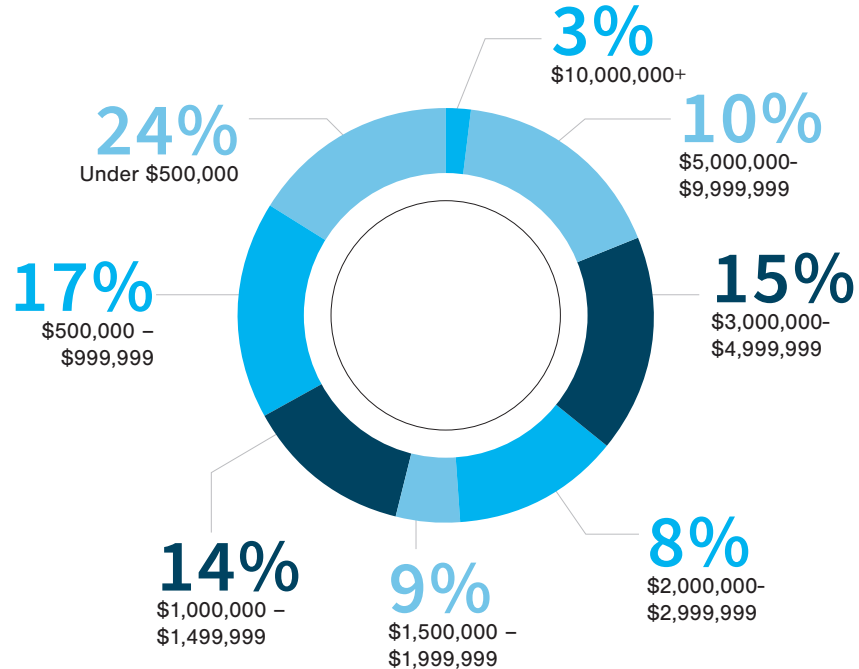
How many total locations do you operate?



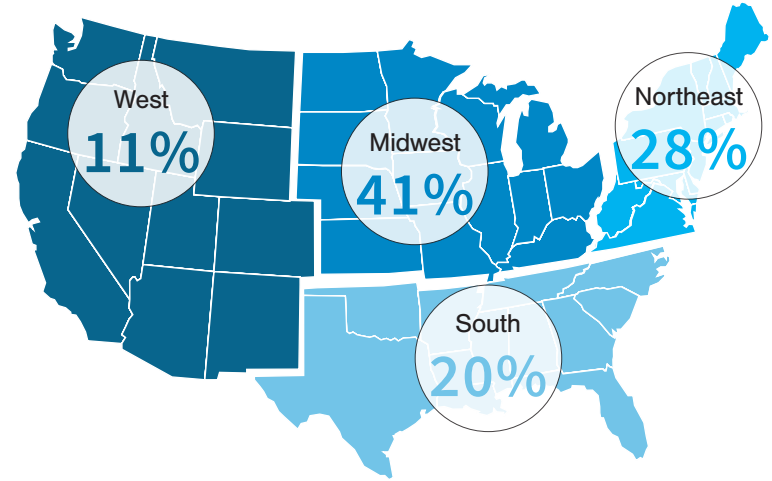
Which of the following best describes your job title?



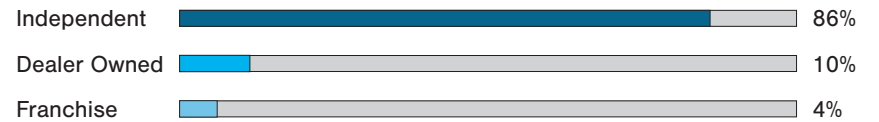
What is your annual revenue at this location?



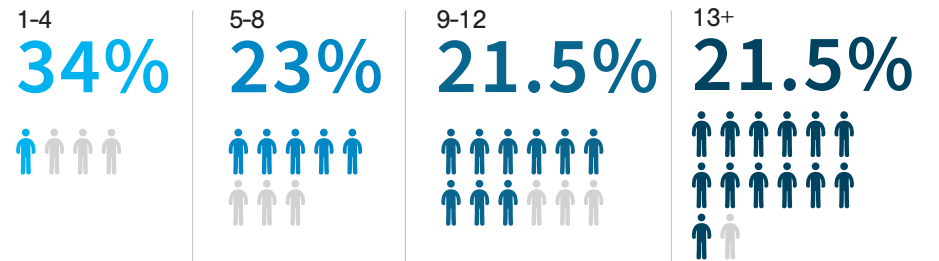
Which best describes the location of your collision repair business?



Which of the following best describes your collision repair business?



How many total employees are at this location?



*** 8. On a scale of 1 (not very) to 7 (extremely), do you think that this ad is:**

	1	2	3	4	5	6	7
Attention-getting?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informative?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Memorable?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 9. If you were in the market, would you be prompted to take further action based on this ad (call, visit website, buy product, etc.)?**

Yes No

10. What do you like about this ad (for example, color, layout, messaging, images, etc)?

11. What would you change?

#1

ADL
AUTODATALABELS

WE'VE GOT YOUR LABELS!

**OUR LABELS WILL COMPLETE YOUR REPAIR!
WITH AUTO DATA LABELS, YOU GET:**

EASY ORDERING • FAST 1-3 DAY DELIVERY • HIGH QUALITY MATERIALS
RESTORES THE VEHICLE TO ITS ORIGINAL CONDITION

SERVICE PARTS

VIN LABEL

EMISSIONS

ANTI-THEFT

PAINT AND TRIM

TIRE AND LOADING

DELIVERY IN 1-3 DAYS!
HOW TO PLACE AN ORDER

Use the App: Download the ADL App And Upload your Photos

Contact Us: Contact your Local Sales Rep

Upload your photos to the Website: www.AutoDataLabels.com

Email your photos: Labels@AutoDataLabels.com

NOTE: When ordering online or by email you will need to include a photo of the label you would like replaced.

APPLE STORE | GOOGLE PLAY

For additional information about Auto Data Labels visit our website at www.AutoDataLabels.com or call us at (631) 667-2382.

©2023 ADL Corporation. Visit us at www.AutoDataLabels.com | 631-667-2382

Auto Data Labels

#2

INTRODUCING PS

- 2500ml Capacity
- 2500ml Capacity
- 2500ml Capacity
- 2500ml Capacity

866-731-5235

FinishMaster

#3

SATA X 5000 • SATA RIPS

The Dream Team for perfect Ribs

The Industry's Best SATA RIPS

SATA

#4

XLINK 3-IN-1

Autel

#5

FINANCE FOR ONLY \$69.99

THE ITALIA

FINANCE FOR ONLY \$99.99

THE TITAN

Accudraft

HIGHEST SCORING ADS: ATTENTION-GETTING

(STUDY RANGE: 4.15 - 5.39)

#1

ADL
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APPLE STORE | GOOGLE PLAY

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Auto Data Labels

#2

XLINK 3-IN-1

Autel

Autel

#3

FINANCE FOR ONLY \$99.97/9.9
THE ITALIA

FINANCE FOR ONLY \$99.97/9.9
THE TITAN

Accudraft

Accudraft

#4

INTRODUCING PS

FinishMaster

FinishMaster

#5

INDUSTRIAL FINISHES

We do what other distributors don't want to do.

Industrial Finishes

Industrial Finishes

#1

ADL
AUTO DATA LABELS

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Auto Data Labels

#2

SATAjet X 5500 • SATA RIPS

The Dream Team for perfect finishes
The mandatory choice for
SATAjet X 5500 **SATA RIPS**

• Superior performance
• Superior durability
• Superior finish

SATA

SATA

#3

Smart-PCS

INTRODUCING

• Superior performance
• Superior durability
• Superior finish

FinishMaster

FinishMaster

#4

INDUSTRIAL FINISHES

We do what other distributors don't, won't or can't.

• Superior performance
• Superior durability
• Superior finish

Industrial Finishes

Industrial Finishes

#5

KINK 3-IN-1

• Superior performance
• Superior durability
• Superior finish

Autel

Autel

#1

ADL
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APPLE STORE | GOOGLE PLAY

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Auto Data Labels

#2

INTRODUCING PCS

- Superior Color
- Comprehensive Locking Cap
- Precision Fit
- Soft Liner
- Heavy-Duty Outer Cap

866-711-5235

FinishMaster

#3

FINANCE FOR ONLY \$88.875

THE ITALIA

FINANCE FOR ONLY \$88.875

THE TITAN

Accudraft

#3

KLINK 3-IN-1

Autel

Autel

#4

SATA X 5500 • SATA RIPS

The Dream Team for perfect finishes

The ultimate SATA RIPS

SATA X 5500

SATA



**FINANCE FOR
ONLY \$65,875**

No Money Down & No Payments For 6 Months

**THE
ITALIA**

Our Flagship Paint Booth,
Designed for High Production



PRICING
VALID
THROUGH
8/31

**FINANCE FOR
ONLY \$89,795**

No Money Down & No Payments For 6 Months

**THE
TITAN**

New Vetrino Doors, FOCUS Control Panel,
& Accudraft LIVE for 1 Year



Titan model above is shown with optional
observation glass in the booth walls.

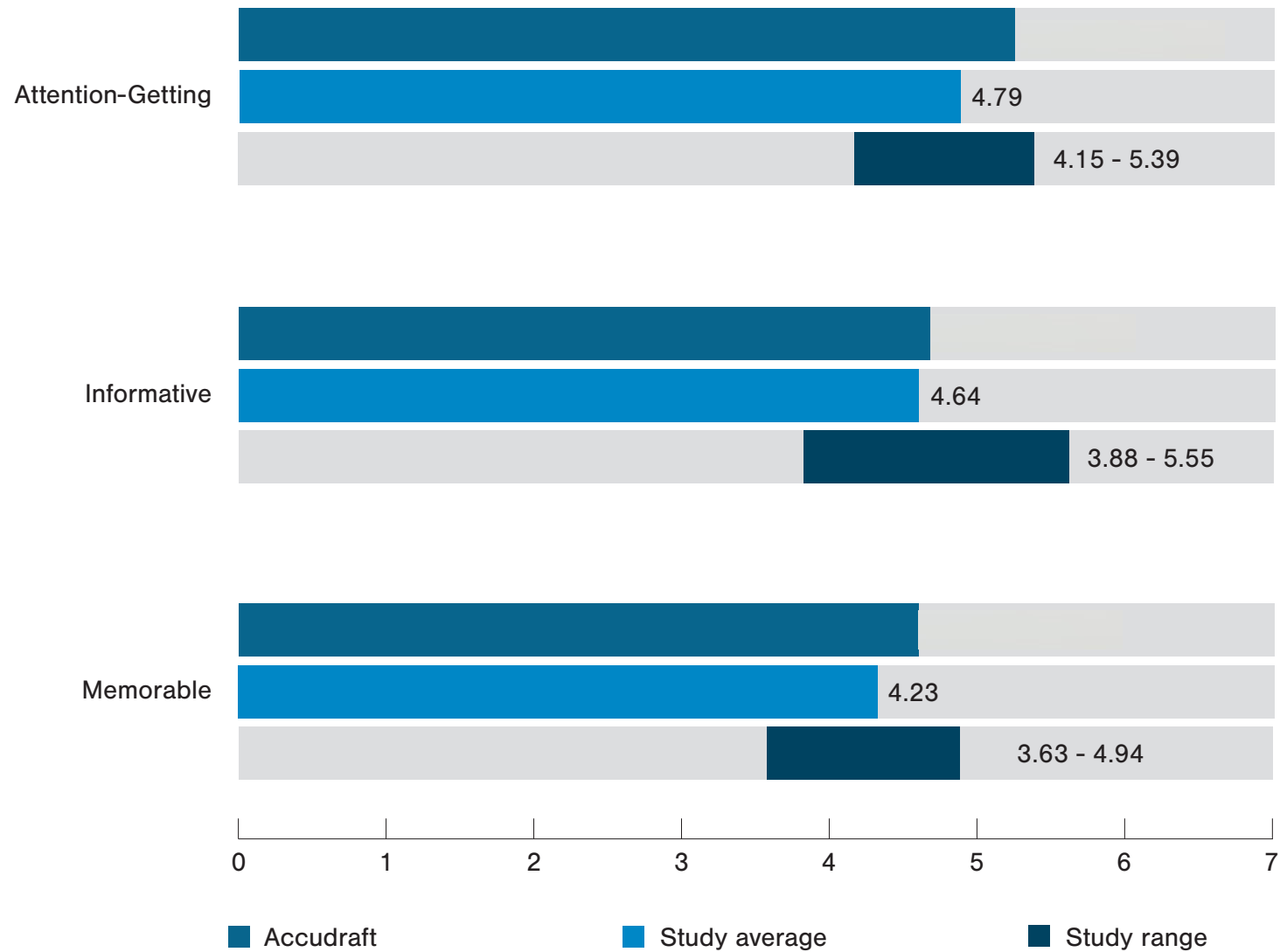


REFINISHING SOLUTIONS FOR EVERY SHOP

SAIMA of North America Inc. | Randolph, New Jersey 07869 | (800) 524 0340
info@accudraftpaintbooths.com | www.accudraftpaintbooths.com

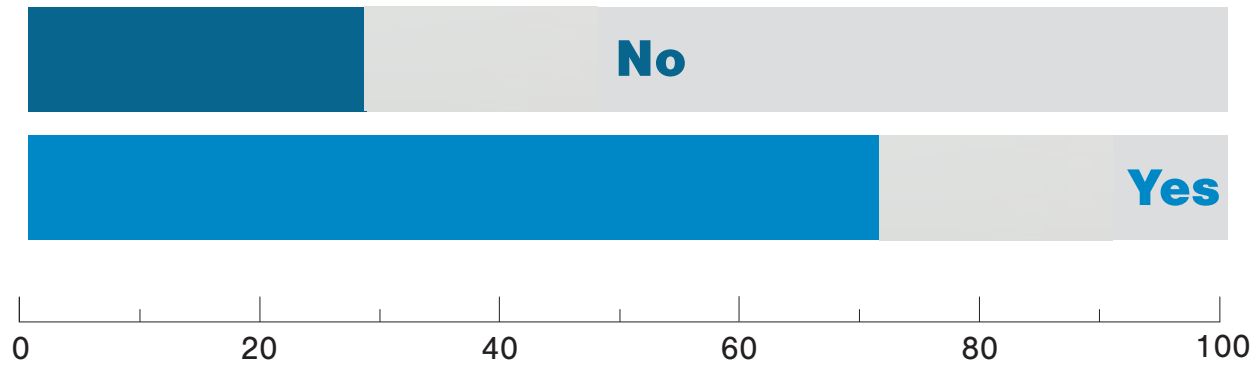


ON A SCALE OF 1 (NOT VERY) TO 7 (EXTREMELY), DO YOU THINK THAT THIS AD IS:



IF YOU WERE IN THE MARKET, WOULD YOU BE PROMPTED TO TAKE FURTHER ACTION BASED ON THIS AD (CALL, VISIT WEBSITE, BUY PRODUCT, ETC.)?

Accudraft Score



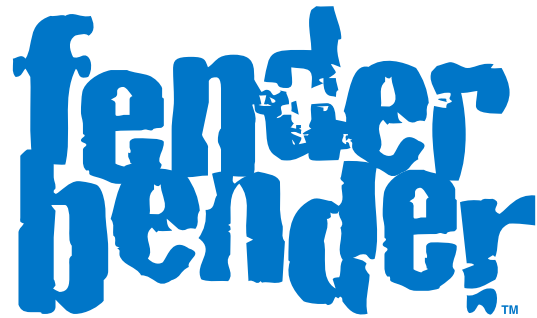
(Study Average: Yes - 60.4%, No - 39.6%)

WHEN ASKED “WHAT DO YOU LIKE ABOUT THIS AD (FOR EXAMPLE, COLOR, LAYOUT, MESSAGING, IMAGES, ETC.)?” RESPONDENTS HAD THE FOLLOWING COMMENTS:



RESULTS BY SERVICE/CATEGORY

Company	Attention-Getting Score	Informative Score	Memorable Score	Aggregate Score	Action Score
Auto Data Labels					
FinishMaster					
SATA					
Autel					
Accudraft					
Industrial Finishes					
Polyvance					
LKQ Corporation					
LaunchTech USA					
O'Reilly Auto Parts					
ARSLoaner					
CCC Intelligent Solutions					
PPG Industries					
asTech					
ProColor Collision					
Axalta Coating Systems					



The Ad Insight Study is a complimentary service provided by Endeavor Business Media for qualified advertising partners.

Endeavor Business Media also conducts custom surveys for advertising partners seeking specific information about their company in the marketplace.

