

DATA THAT COUNTS

See how APPR can elevate your brand profile with relevant data



State-of-the-Industry Reports and Brand Studies
Sharing with APPR relevant industry studies can provide quantitative data that members of the media seek. It supports media pitching efforts by providing data points that show the demand for your franchise, as well as its products and services.

Franchise System Insights

Whether it be franchisee satisfaction survey data and stats on systemwide revenue trends, or incremental advancements related to the number of new franchisees and how product innovation has impacted the business, the media craves data that shows growth...and so do we!



Franchise Rankings

APPR makes certain that you are aware of all relevant franchise and vertical trade industry ranking opportunities. These provide solid validation points as franchisee candidates are doing their due diligence. By participating and providing the data needed to rank, you and your company stand the chance to leverage the rankings in PR efforts and other forms of marketing.

CRM Data

Strategic integrated franchise development lead generation requires access to CRM data. More specifically, targeting individuals on lists through APPR's lead-gen social media efforts and nurturing content offers strong opportunities to convert leads to deals.

