



# 9 Reasons Why You Need a Strong Yellow Pages Program

ANALYSIS BASED ON DATA FROM SRI, NFO COMMUNICATIONS AND SIMMONS

## Building Materials



### one Relevant-Yellow Pages are Used!

22% of active shoppers for building materials go to the heading for help. This amounts to over **6.5 million** customers annually.

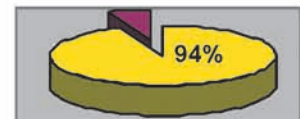
(NFO AD:Impact, 2001).



### two Ready-to-Buy

Heading users are ready-to-buy...**94%** of heading users make a purchase. No other medium can boast this high of a follow-through.

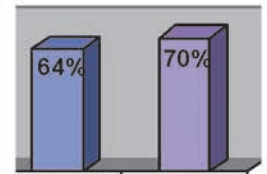
(Statistical Research, Inc., 2001)



### three Decision-Impacting

64% of users make a decision based on information in the heading. **70%** of users view multiple ads when they consult the heading

(Statistical Research, Inc., 2001)



### four Brings in Great Customers

The heading is used—**48 million** references per year. Users tend to be businesses and older males with mid-level incomes and educations:

- 42% of usage is for business purposes
- 75% of users are male
- 42% of users are over age 50
- 56% of users have a high school education or less
- 51% of users have incomes between \$25,000-\$60,000

Building Materials heading users spend **31% more** than the average customer.

(Statistical Research, Inc./Simmons, 2001).

### five Recent

Yellow Pages are your last chance to affect a customer's decision. The last advertising impression has the greatest impact on consumer decisions.



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### six | Good for Your Business

Yellow Pages bring in new customers—**28%** of purchases are from new customers. Yellow Pages bring revenues to your business—the average building materials display ad delivers over **\$250,000** in sales revenues from heading users.

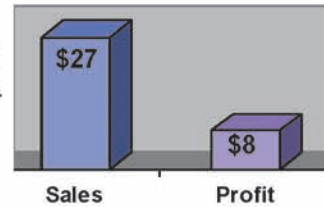
(Statistical Research, Inc./CRM Associates, 2001).



### seven | Great for Your Bottom Line

Yellow Pages are your best investment for growing profits! The typical building materials display ad generates **\$27** of sales revenue and **\$8** of profit for every **\$1** spent on Yellow Pages.

(CRM Associates, 2001)



### eight | Competitive

You pay less per customer for Yellow Pages than you pay for any other advertising medium. (CRM, Associates, 2001).

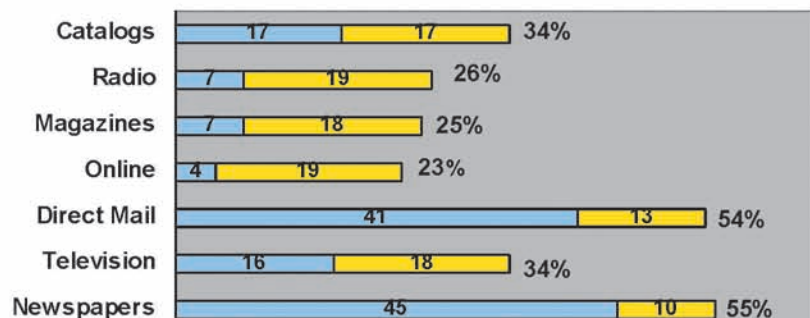
Cost Per Customer Influenced:



### nine | Works Well with Other Media

Expands the reach of key media to active shoppers. Build brand and stimulate demand through other media—catch the consumer at purchase time through the Yellow Pages! Reach customers not reached through other media. (NFO AD:impact).

Chart shows how additional customers can be reached by adding Yellow Pages to your media mix



■ % of individuals who use the medium    ■ Extended reach by adding Yellow Pages