



9 Reasons Why You Need a Strong Yellow Pages Program



ANALYSIS BASED ON DATA FROM SRI, NFO COMMUNICATIONS AND SIMMONS

Caterers

one Relevant-Yellow Pages are Used!

50% of active shoppers for caterers go to the heading for help. This amounts to over **2.3 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.

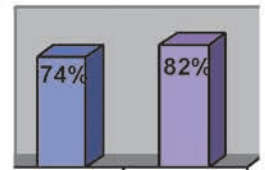
(Statistical Research, Inc., 2001)



three Decision-Impacting

74% of users make a decision based on information in the heading. **82%** of users view multiple ads when they consult the heading.

(Statistical Research, Inc., 2001)



four Brings in Great Customers

The heading is used—**25 million** references per year. Users tend to be higher income, well educated, middle aged females. Almost a third of usage is by businesses:

- **33%** of usage is for business purposes
- **82%** of users are female
- **56%** of users are between age 35-64
- **64%** of users have a college or graduate education
- **46%** of users have incomes over \$60,000

Caterers heading users spend **37% more** than the typical 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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Caterers



six | Good for Your Business

Yellow Pages bring in new customers—**70%** of purchases are from new customers. Yellow Pages bring revenues to your business—the average caterer's display ad delivers over **\$165,000** in sales revenues from heading users.

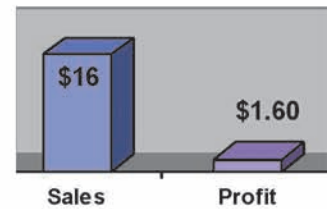
(Statistical Research, Inc./CRM Associates, 2001).



seven | Great for Your Bottom Line

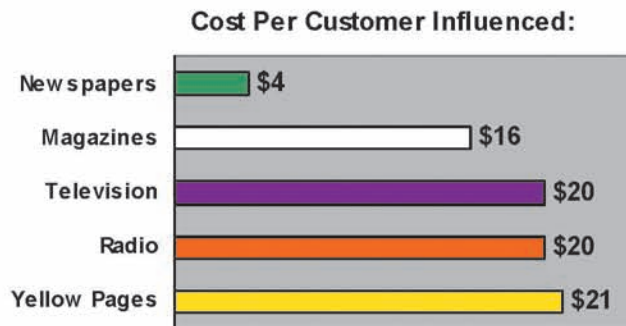
Yellow Pages are your best investment for growing profits! The typical caterer's display ad generates **\$16** of sales revenue and **\$1.60** of profit for every **\$1** spent on Yellow Pages.

(CRM Associates, 2001)



eight | Competitive

Yellow Pages cost per customer is competitive with other media.
(CRM, Associates, 2001).



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. *(INFO 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