



7 Reasons Why You Need a Strong Yellow Pages Program



ANALYSIS BASED ON DATA FROM SRI, NFO COMMUNICATIONS AND SIMMONS

Grocers

one Relevant-Yellow Pages are Used!

3.7 million customers use this heading for help in shopping for grocery stores.

(NFO AD:Impact, 2001).

two Ready-to-Buy

Heading users are ready-to-buy...**90%** of heading users make a purchase. No other medium can boast this high of a follow-through.

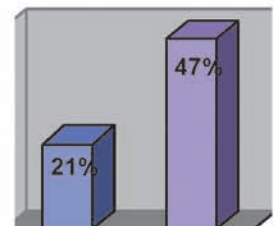
(Statistical Research, Inc., 2001)



three Decision-Impacting

21% of users make a decision based on information in the heading. **47%** of users view multiple ads when they consult the heading.

(Statistical Research, Inc., 2001)



four Brings in Great Customers

The heading is used—**93 million** references per year, mostly by females (71%).

Heading users shop **7% more** frequently than the average customer.

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



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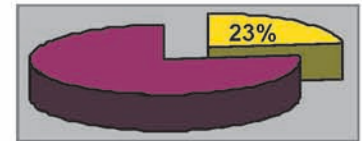
five Recent

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

six Good for Your Business

Yellow Pages bring in new customers—**23%** of purchases are from new customers.

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



Seven Competitive

You pay less per customer for Yellow pages than you pay for most other advertising media. *(CRM Associates, 2001)*

Cost Per Customer Influenced:

