



9 Reasons Why You Need a Strong Yellow Pages Program



ANALYSIS BASED ON DATA FROM SRI, NFO COMMUNICATIONS AND SIMMONS.

Heating Contractors

one Relevant-Yellow Pages are Used!

41% of active shoppers for heating contractors go to the heading for help. This amounts to over **3.7 million** customers annually.

(NFO AD:Impact, 2001).



two Ready-to-Buy

Heading users are ready-to-buy...**89%** of heading users make a purchase. No other medium can boast this high of a follow-through.

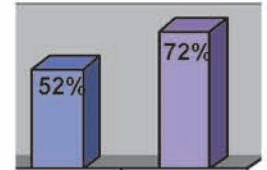
(Statistical Research, Inc., 2001)



three Decision-Impacting

52% of users make a decision based on information in the heading. **72%** of users view multiple ads when they consult the heading.

(Statistical Research, Inc., 2001)



four Brings in Great Customers

The heading is used—**42 million** references per year. Users tend to be older with higher incomes and moderate educations:

- **62%** of users are age 35-64
- **42%** of users have a high school education
- **55%** of users have incomes over \$40,000
- **70%** of users have been at their current location over 4 years

Heating Contractors heading users spend **12% 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—**58%** of purchases are from new customers. Yellow Pages bring revenues to your business—the average heating contractor's display ad delivers almost **\$350,000** 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 heating contractor's display ad generates **\$38** of sales revenue and **\$10** of profit for every **\$1** spent on Yellow Pages.

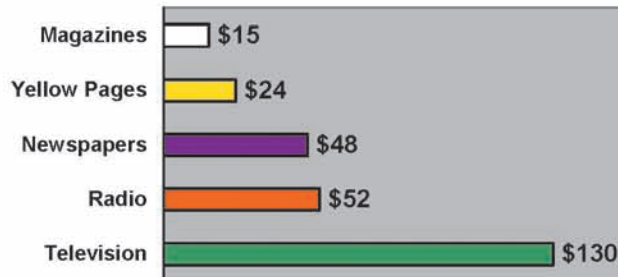
(CRM Associates, 2001)



eight | Competitive

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

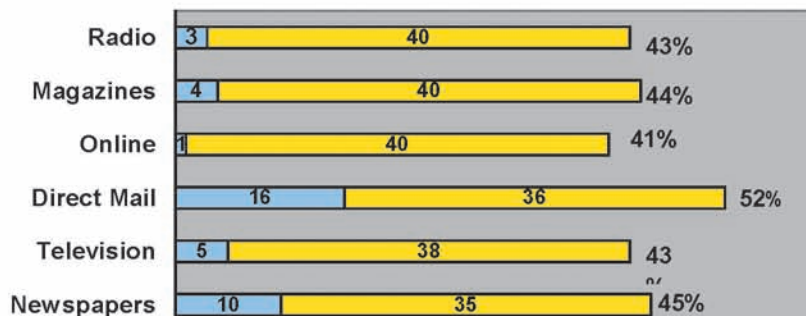
Cost Per Customer Influenced:



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