



9 Reasons Why You Need a Strong Yellow Pages Program

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

Siding Contractors



one Relevant-Yellow Pages are Used!

18% of active shoppers for siding contractors go to the heading for help.

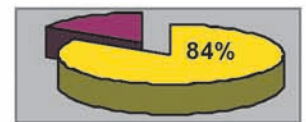
(NFO AD:Impact, 2001).



two Ready-to-Buy

Heading users are ready-to-buy...**84%** of heading users make a purchase. No other medium can boast this high of a follow-through.

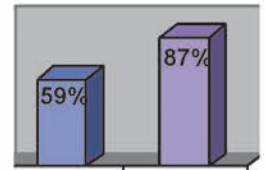
(Statistical Research, Inc., 2001)



three Decision-Impacting

59% of users make a decision based on information in the heading. **87%** of users view multiple ads when they consult the heading.

(Statistical Research, Inc., 2001)



four Brings in Great Customers

The heading is used—**4 million** references per year. Users tend to be older with moderate educations, and be relatively stable:

- **92%** of users are age 35+
- **66%** of users are high school graduates
- **86%** of users have been at their current location over 5 years

Siding Contractors heading users spend **63% 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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Service Stations

six Good for Your Business

Yellow Pages bring in new customers—**38%** of purchases at service stations are from new customers. Yellow Pages bring revenues to your business.

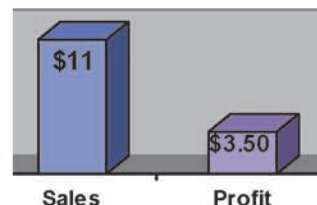
(Statistical Research, Inc./CRM Associates, 2001).



seven Great for Your Bottom Line

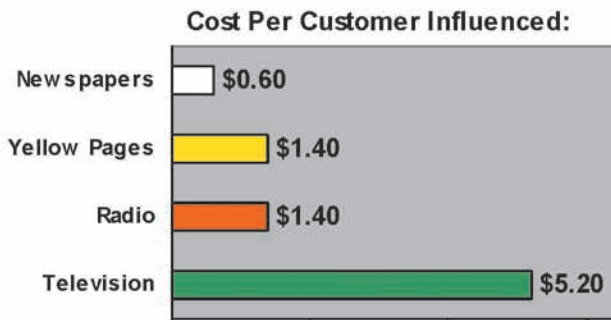
Yellow Pages are your best investment for growing profits! The typical service station display ad generates **\$11** of sales revenue and **\$3.50** of profit for every **\$1** spent on Yellow Pages.

(CRM Associates, 2001)



eight Competitive

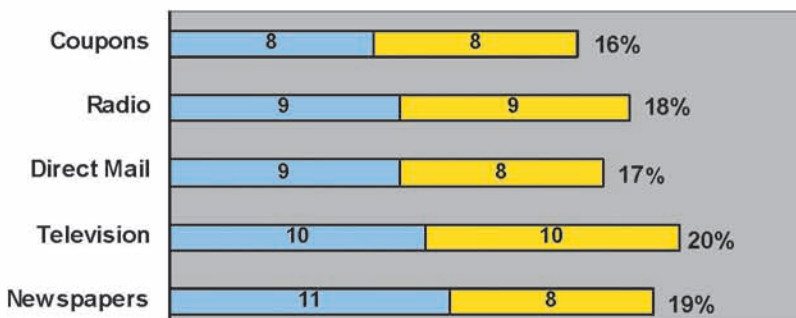
Yellow Pages cost per customer influenced is competitive with other advertising media. *(CRM, Associates, 2001).*



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. *(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