



9 Reasons Why You Need a Strong Yellow Pages Program

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

Telephone Equipment & Systems



one Relevant-Yellow Pages are Used!

20% of active shoppers for telephone equipment and systems go to the heading for help. This amounts to over **3 million** customers annually.

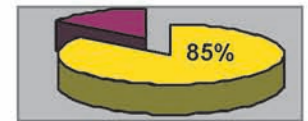
(NFO AD:Impact, 2001).



two Ready-to-Buy

Heading users are ready-to-buy...**85%** of heading users make a purchase. No other medium can boast this high of a follow-through.

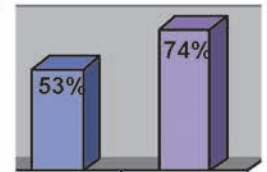
(Statistical Research, Inc., 2001)



three Decision-Impacting

53% of users make a decision based on information in the heading. **74%** of users view multiple ads when they consult the heading.

(Statistical Research, Inc., 2001)



four Brings in Great Customers

The heading is used—**8 million** references per year. Users tend to be middle aged, well-educated, and higher income males. Businesses account for over one third of usage:

- **68%** of users are male
- **53%** of users are age 35-49
- **73%** of users have college or graduate education
- **47%** of users have incomes over \$40,000
- **41%** of usage is for business purposes

Heading users spend **21% more** than the average telephone equipment 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—**70%** of purchases are from new customers. Yellow Pages bring revenues to your business—the average telephone equipment and systems display ad delivers over **\$125,000** in sales revenues from heading users.

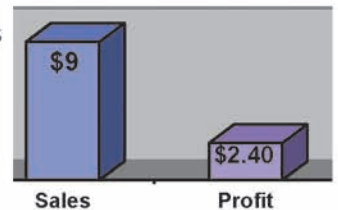
(Statistical Research, Inc./CRM Associates, 2001).



seven Great for Your Bottom Line

Yellow Pages are your best investment for growing profits! The typical telephone equipment and systems display ad generates **\$9** of sales revenue and **\$2.40** of profit for every **\$1** spent on Yellow Pages.

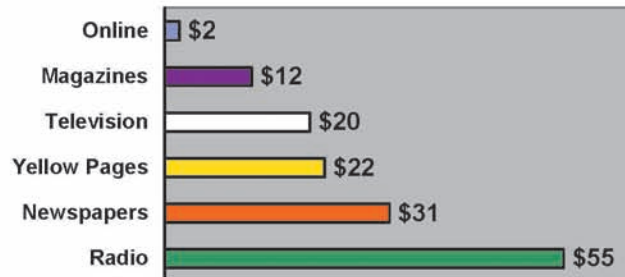
(CRM Associates, 2001)



eight Competitive

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

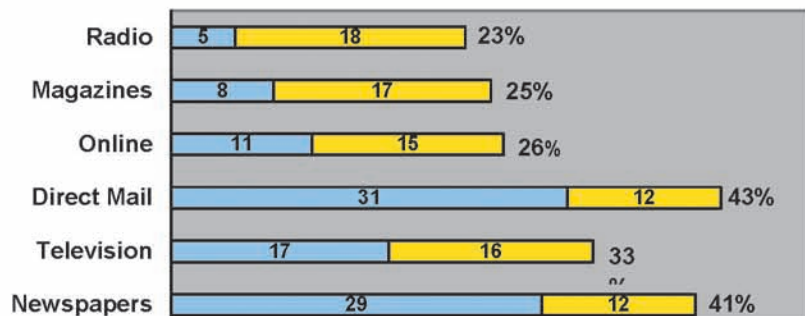
Cost Per Customer Influenced:



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