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Study Confirms Vanity Number Out-Performs Numeric Toll-Free Number

According to a recent study, “Toll Free Numbers in Radio Advertising”, listeners are more likely to respond to a radio ad that lists a vanity 800 phone number (800-TRADE-NOW) than to an ad with a numeric toll-free number.

The radio study analyzed the use of a vanity 800 number versus a numeric 800 number as a direct-response method. The resulting response rates showed 58% more calls going to the ad featuring the vanity 800 number than the ad listing the numeric toll-free number.

This shows that businesses are missing potential sales when they advertise with a straight numeric phone number. Incorporating vanity 800 numbers in ads can substantially raise advertising response rates.

“Given the predicted growth of direct marketing and the proven benefits of using vanity 800 numbers in radio advertising, we expect to see the use of these memorable response mechanisms to increase with radio, as well as other advertising media,” said Laura Noonan, vice president of marketing for 800response, co-sponsor of the study.

For a complete report of the study’s findings, please visit www.800response.com; the report is also available at www.connections magazine.com/papers/7/10.pdf.

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