

## Radio Advertising Research Confirms Vanity 800 Number Out-Performs 'Repeater' Toll-Free Number By 58%

Radio is one of the most popular forms of media today with over 13,800 radio stations reaching 94% of the U.S. population every week; presenting consumers with 15 minutes of ads each hour. According to a recent study, listeners are more likely to respond to a radio ad that lists a vanity 800 phone number (e.g. 800-NEW-CARS) than an ad with a numeric toll-free number.

Creative Broadcast Concepts, Inc. (www.cbcdads.com) and Grieger's Chrysler Dodge Jeep (www.griegermotors.com) joined 800response (www.800response.com) to test the effect on response rates of placing different types of phone numbers in otherwise identical ads. The radio study analyzed the use of a vanity 800 number (800-TRADE-NOW) versus a numeric 800 number (800-954-2828) as the direct-response method. The resulting response rates showed a notable difference when using a vanity 800 number, with 58% more calls going to the ad featuring 800-TRADE-NOW than the ad listing the numeric toll-free number. "Radio is a critical component of advertising plans for most of our clients. It is highly targeted and easily tracked. The study shows that more calls rang into the vanity 800 number during the radio test. This proves to us that not only are vanity 800 numbers effective for the radio medium, but that businesses are missing out on potential sales when they advertise with a straight numeric phone number," says Bill Park of CBC, Inc.

As companies continue to use direct marketing as a way to reach consumers, effective response mechanisms remain critical to a healthy return on investment. Incorporating vanity 800 numbers in ads can substantially raise advertising response rates—by as much as nearly 60%, as evidenced in this study.

"We've known for years, based on our customers' experiences, that memorable direct-response tools generate more results. The study with CBC and Grieger's quantifies

the extent to which a vanity 800 number out-performs even an easy to remember "repeater" number, like the one chosen for this test," says Laura Noonan, vice president of marketing for 800response. "Given the predicted growth of direct marketing and the proven benefits of using vanity 800 phone numbers in radio advertising, we expect to see the use of these memorable response mechanisms to increase in radio, as well as other advertising media."

According to the Direct Marketing Association (DMA), direct marketing expenditures will continue to rise and boost the economy through 2007. Widely used throughout many forms of advertising, direct-response tools, like vanity 800 numbers, can be found in Out-of-Home advertisements, radio, and television campaigns, direct mail materials, and the Internet.

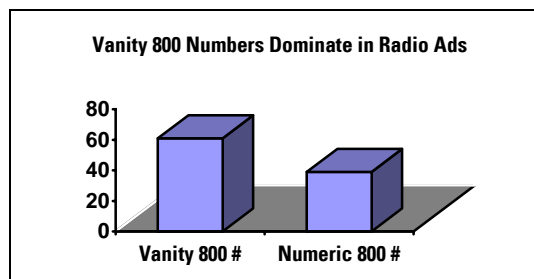
### About the study

The primary purpose of the study was to compare and document the use of vanity 800 phone numbers, which are mnemonic numbers that translate into words for easy recall (e.g., 800-NEW-RIDE), and numeric toll-free numbers in radio advertising. Over a two week period, two radio stations in the Chicago metro area ran one hundred fifty-four (154) radio advertisements. Fifty percent of the

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spots featured a vanity 800 number, and the other fifty percent featured a numeric toll-free number. Both stations used an even rotation of the radio spots, with one version featuring 800-TRADE-NOW, and the second version featuring 800-954-2828. The ads were identical with the exception of the phone numbers. Incoming calls to both toll-free numbers were tracked and recorded electronically. For a complete report of study findings please visit [www.800response.com](http://www.800response.com).

### Vanity 800 Numbers Bring in More Calls from Radio Advertising



*More Callers Remember and Dial Vanity 800 Phone Numbers*

**58% MORE** calls came into 1-800-TRADE-NOW.

Of the 62 incoming calls analyzed for the radio study, **61% dialed the memorable vanity 800 number**, versus just 39% who dialed the numeric toll-free.

# 800response

200 Church Street PO Box 1049 Burlington, VT 05402-1049  
1-800-NEW-SALES [www.800response.com](http://www.800response.com)