

## fuelforthought

### Survey: 800 numbers a good call

**Trying to get your toll-free number in front of more consumers?** Hit them where they hang most often — on the couch. Advertisers are using television to blast their toll-free numbers to the masses, and many are resorting to vanity numbers to make their message more memorable. (Couch potatoes welcome mnemonic devices.)

Bleary-eyed researchers analyzed 5,524 commercials from four networks and four markets for the recently published study "Toll-free Numbers in Television Advertising, 2005." According to the survey, the use of toll-free numbers in TV ads is up. Thirty-five percent of TV ads include a phone number as a direct-response tool, 82 percent of those phone numbers are toll-free, and 64 percent of 800 numbers are vanity numbers (for example, 1-800-FLOWERS). "Vanity 800 numbers come with many benefits for marketers — they are easy to remember for consumers, and they are easy to track and record, which helps marketing executives measure advertising campaign effectiveness," says Mitchell Knisbacher, president of 800response, which funded the study.

All lodging industry ads in the study that gave toll-free numbers used vanity numbers, while the computer industry reported that 90 percent of its ads have them. And though there's a push to get TV viewers to pick up the phone, advertisers aren't forgetting about the Web: 51 percent of the ads included a Web address, up from 19 percent in 1998.

## 800response

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