

TREND SPOTTING

800Response.com recently conducted a study titled 2005 Toll-free Numbers in Television Advertising. They viewed and analyzed over 5,500 television commercials from four networks, and four markets. They wanted to get to the bottom of how often tollfree and vanity toll-free numbers are used in TV ads. The 2005 study reveals that despite the growth of the Internet over the past seven years, the use of toll-free numbers in television advertising continues to grow.

- 35% of TV ads we view include a phone number as a direct response tool.
- 82% of those phone numbers are toll-free, and
- 64% of those toll-free numbers are vanity.

The 2005 study reveals other interesting facts about specific industries and how often they use toll-free and vanity numbers in their television advertising, including auto, pharmaceutical, lodging and about seventeen others.

- All television commercials for the lodging industry (100%) that feature toll-free phone numbers use vanity toll-frees in TV ads.
- In the computer industry, 90% of phone numbers used in TV ads are vanity toll-free.
- The automotive industry features vanity toll-free numbers in 87% of TV ads with phone numbers.

And, it also shows that the Internet has grown. In 1998 only 19% of television commercials included an Internet address, whereas Today a URL is included in 51% of television commercials. 75% of TV ads with toll-free numbers also include a URL.

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