



# Statistical Highlights

## *Research Studies*

### **2008-2009 Toll-free Vanity 800 Numbers & URLs In Advertising**

- Consumers have a 45% higher recall rate of vanity 800 numbers over URLs.
- As many as 40% of survey respondents cite "Research the Competition" as their first step after visiting an advertiser's Web site.
- Less than 10% of respondents would communicate with the advertiser as their first step.
- Advertisers will benefit by providing both a URL and a vanity 800 number in their ad campaigns.
  - \* Based on recall rates and online research behaviors, it is essential for companies to include a vanity phone number in addition to their URL in advertising campaigns for optimal lead generation.*
- 60% of consumers prefer to dial a vanity 800 number vs. a numeric toll-free to reach a local business.

### **2007-2008 Consumer Recall Rates in Advertising:**

- Advertisers can expect up to 84% improvement in consumer recall using a vanity 800 number in outdoor and print advertising vs. a numeric toll-free number.
- Consumers are 9x more likely to recall vanity 800 numbers in broadcast ads vs. numeric toll-free numbers.
- 72% of consumers correctly recalled a vanity 800 number after hearing one 30-second radio ad compared to just 5% who correctly recalled a numeric toll-free number.
- 58% of consumers prefer to dial a vanity 800 number vs. a numeric toll-free to reach a local business.
- 94% of consumers identify 800 as toll-free, vs. 70%, 56% & 55% recognizing 888, 877, and 866 as toll-free.

### **Television Advertising, Toll-free and Vanity Numbers:**

- 82% of phone numbers in TV ads are toll-free.
- 74% of toll-free numbers in TV ads begin with the original 800 toll-free prefix, over 866, 877, or 888.
- 64% of toll-free numbers used in TV advertising are vanity toll-free phone numbers.
  - \* 100% of TV ads for lodging, real estate, transportation, and clothing industries that feature phone numbers use 800 toll-free numbers as a direct response mechanism.*
  - \* 87% of automotive TV ads with toll-free phone numbers use vanity toll-free numbers!*

### **Radio Advertising & Toll-free Numbers:**

- Radio ads featuring a vanity 800 number yield 58% more calls than an identical radio ad using a numeric toll-free.
- Almost 60% of study subjects recall a vanity 800 number after hearing only one time.
- Over 95% of the subjects recognize the 800 prefix as toll-free.
  - \* 72% of ads on the radio for telecommunications use toll-free numbers.*
  - \* 63% of radio ads for both beauty and banking/credit feature toll-free numbers.*
  - \* 60% of radio ads for the insurance industry use toll-free numbers.*
  - \* 58% of travel related advertisements on the radio use toll-free numbers.*

*(turn over for more study results)*

**Billboard Advertising, Toll-free and Vanity Numbers:**

- 50% of surveyed billboards displayed either a telephone number or an Internet address.
- Over 70% of the total telephone numbers used on billboards are toll-free.
- 75% of the total toll-free numbers used on billboards are vanity toll-free numbers.

**Fortune 500 Companies Use Toll-free & Vanity Numbers:**

- 43% percent of all the companies on the FORTUNE 500<sup>SM</sup> list have a vanity number.
- 93% of all the companies with a toll-free number have one with the 800 prefix.
- 50% of all the companies with a toll-free number have at least one vanity number.

*\* 94% percent of financial companies use toll-free numbers.*

*\* 75% of insurance providers use toll-free numbers.*

If you would like a full report on any of the studies above, please send an email to [jlandau@800response.com](mailto:jlandau@800response.com).