



For Immediate Release:

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800response Tests Recall Rates of Phone Numbers in Advertising

Vanity 800 vs. Numeric Toll-free Numbers: Consumer Recall Rates in Advertising

BURLINGTON, VT (December 20, 2007) – **800response** (www.800response.com), the leading provider of vanity 800 numbers and web-based call tracking and recording services, is currently working with a third-party research firm to ascertain information on the American consumer's recall rates of vanity 800 phone numbers.

“Our day-to-day contact is with business owners, so we are looking forward to getting into the mind of consumers,” says Laura Noonan, vice president of marketing and corporate communications at 800response. “We provide business owners with the necessary tools to track and analyze the results of their advertising campaigns. By executing this survey we will receive feedback directly from our customer's customers, and gain an in-depth knowledge of the recall rates when comparing numeric toll-free numbers to unforgettable vanity 800 numbers.”

800response's goal is to ensure that Custom 800 numbers (also known as vanity 800 numbers) are readily available to small and mid-size businesses that otherwise do not have the means to obtain an unforgettable phone number that resonates with their brand and builds their business. These powerful direct-marketing tools enable businesses to optimize advertising budgets, build a database of leads, access demographic information on callers, allocate sales staff based on call patterns, and analyze advertising results.

The online survey is distributed via email to an opted-in panel of participants, with approximately 1,500 respondents. Results of the *Vanity 800 vs. Numeric Toll-free Numbers: Consumer Recall Rates in Advertising* survey are scheduled for release early 2008. For more information on the survey please contact Laura Noonan at lnoonan@800response.com.

About 800response: **800response** maintains the widest selection of Custom 800 numbers available today, and offers these dynamic lead tracking tools to optimize advertising expenditures for businesses nationwide. Custom 800 numbers are proven to increase response rates by 30-60%. Services include a sophisticated Call Routing platform, Web-based real-time Call Tracking reports, and Call Monitoring services like Call Recording and Missed Call Monitor. For more information, visit www.800response.com or call 1-800-NEW-SALES.