



**For Immediate Release**

Contact: Jeanne Landau  
800-317-8060  
[jlandau@800response.com](mailto:jlandau@800response.com)

## **Call Tracking Gets Turbocharged**

### ***Media Budgets Go Further with Powerful New Incoming Call Data 800response Announces New Tracking Report with Caller Demographics***

**BURLINGTON, VT** (March 13, 2007) – The recently released Addresses & Demographics tracking report easily captures details of incoming callers and demographic information like average home value and average household income for a geographic area. Caller demographics enable local and regional businesses to fine-tune marketing strategies, evaluate media budgets, and increase return rates on marketing initiatives.

The new Addresses & Demographics report is now available to customers of 800response ([www.800response.com](http://www.800response.com)), the premier provider of Custom 800 numbers in North America. “For the first time, we are offering our customers access to their incoming callers’ contact information and neighborhood demographics. This new level of detail in analytical data gives advertisers critical information on incoming leads, allowing them to really hone their advertising efforts,” says Laura Noonan, Vice President of Marketing at 800response.

The invaluable new tracking report will provide callers’ full names and addresses, as well as average home value and average household income for a market area. Noonan goes on to say, “Our goal is to make our customers’ advertising efforts more productive – squeezing the most out of every advertising dollar. Having these statistics is powerful for businesses and agencies as they plan future promotions and media campaigns.”

Advertisers using a Custom 800 number will now be able to include prospects in future mailing campaigns, promotions, and service announcements. By featuring their Custom 800 number in advertising, and utilizing the new Addresses & Demographics report, businesses have the ability to further segment leads according to the demographic data. This insightful information will empower owners and managers to further improve their businesses’ return on advertising expenditures and make the most of their marketing programs.

This exciting enhancement to the suite of call tracking reports available with Custom 800 numbers is the first in a series of tracking upgrades 800response will launch in the coming year.

800response is North America's premier provider of vanity 800 service and offers the broadest selection of Custom 800 numbers available today. Custom 800 numbers enable businesses to significantly increase advertising response rates while building a database of leads; accessing demographic information on callers; allocating sales staff based on call patterns; and analyzing ad campaign results. Services include a sophisticated Call Routing platform, Call Recording, and real-time Call Tracking reports that provide invaluable demographic information to customers. For more information call 1-800-NEW-SALES.

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