



Vanity 800 Numbers and URLs: Consumer Recall Rates & Online Behaviors

Study Results – December/January 2008-2009

Overview: Independent survey of 1,000 consumers tested recall of vanity 800 numbers and URLs in advertising, and uncovered consumers' intended actions when visiting an advertisers' web site.

Key Finding 1: 45% Higher Recall Rate of Vanity 800 Numbers over URLs

- *After viewing and listening to sample ads, consumers have significantly higher recall of vanity 800 numbers versus web addresses.*

Key Finding 2: As Many as 40% Cite "Research the Competition" as their First Step After Visiting an Advertiser's Web Site

- *An examination of multiple industries reveals that 17 - 40% of consumers will research the competition as their first step once they move on from an advertiser's web site.*
- *Of those who visit the web, less than 10% would communicate with the advertiser as their first step.*

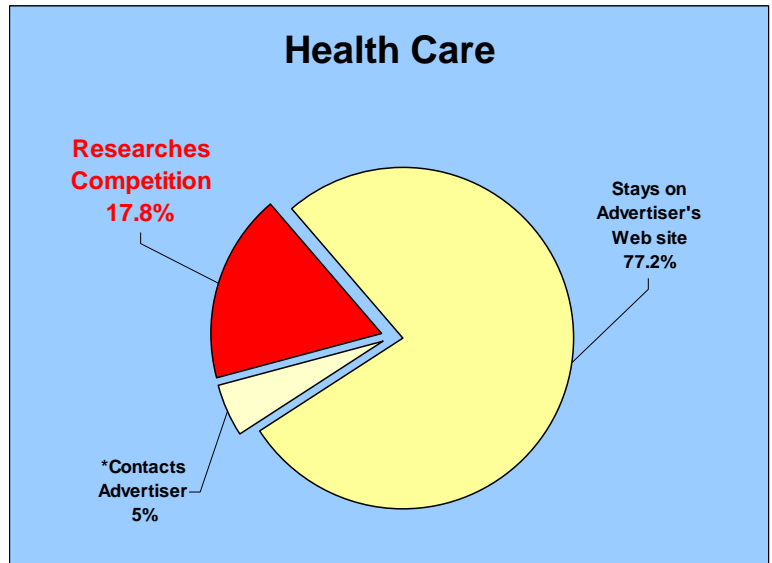
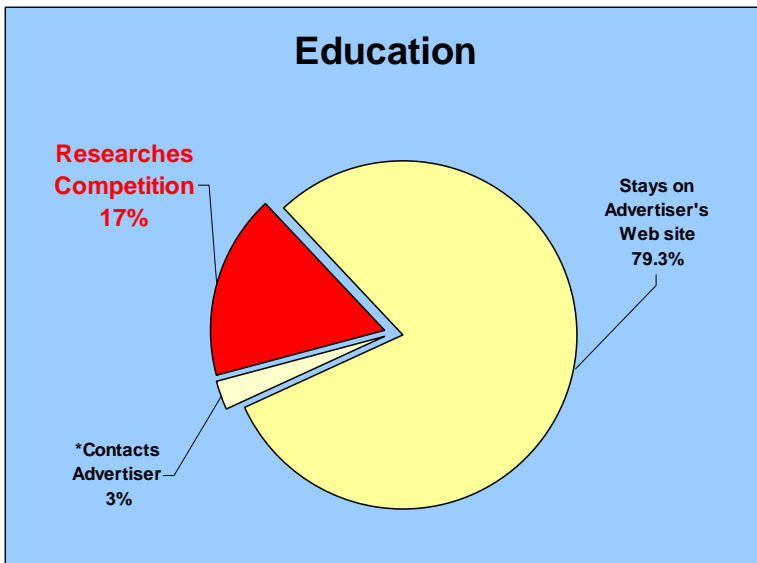
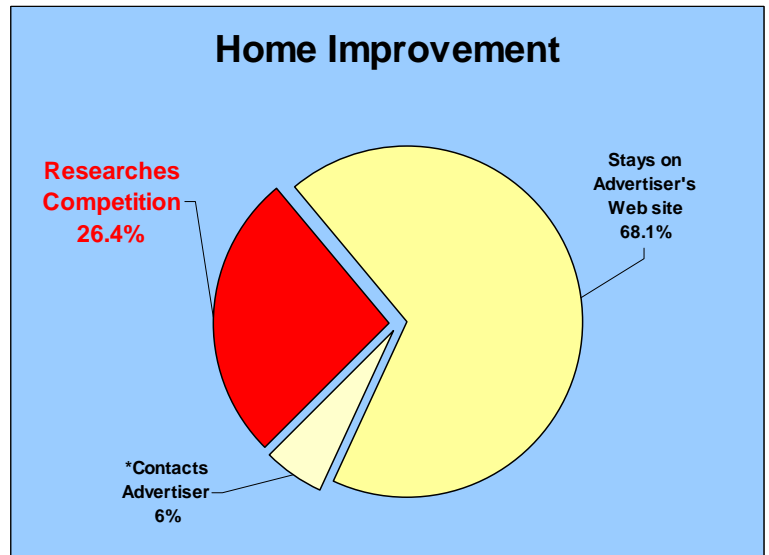
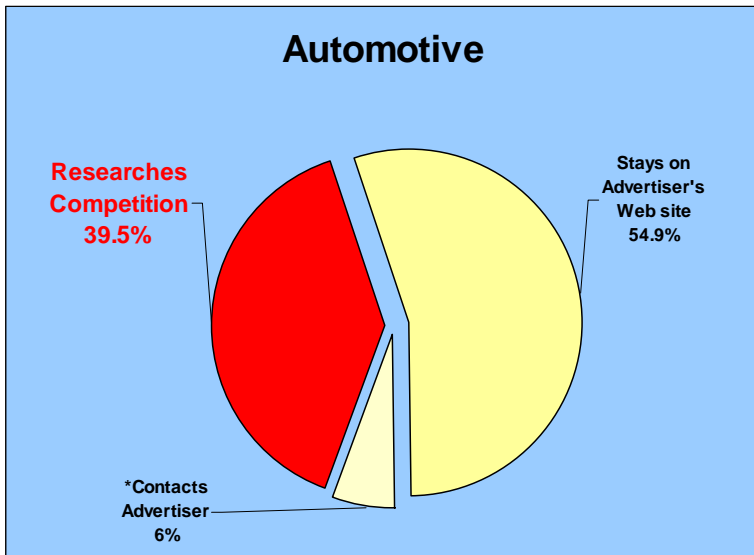
Key Finding 3: Advertisers Will Benefit by Providing Both a URL and a Vanity 800 Number in Ads

- *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.*

Industry	Media Format	Consumer Recall Advantage	Toll-free Vanity 800	URL
Automotive	Print/Billboard	29.6%	√	
Automotive	Radio	52.0%	√	
Home Improvement	Radio	76.1%	√	
Home Improvement	Print/Billboard	132.2%	√	
Education	Radio	33.2%	√	
Health Care	Print/Billboard	126.1%	√	
Wireless	Radio	86.4%		√

- Survey findings continued on back -

Consumers' Primary Actions After Visiting an Advertiser's Web Site are to "Research the Competition" and "Research the Advertiser"



KEY:
 **"Contact Advertiser" category included three individual actions:
 1. Find the phone number on web site and call the advertiser
 2. Complete a contact form
 3. Make an appointment or purchase online.

If you would like a complete copy of the *Toll-free Vanity 800 Numbers & URLs: Analysis of Consumer Recall and Response Behaviors* study, contact Jeanne Landau at jlandau@800response.com.