



Vanity 800 Numbers Bring in More Calls from Radio Advertising

Study Results – November 2006

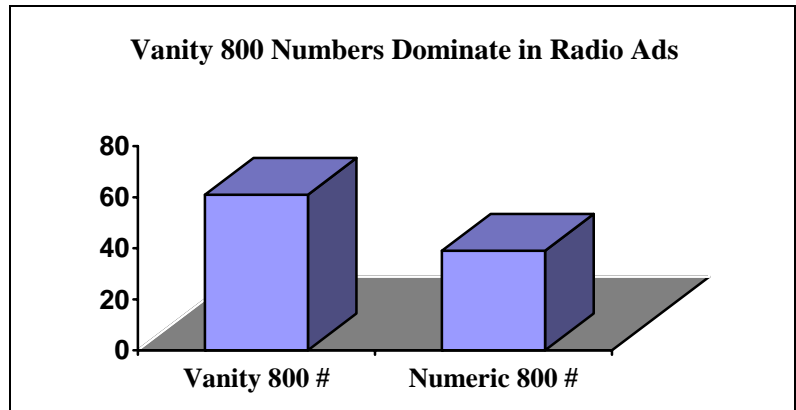
Objective: To identify the effect that different types of phone numbers have on response rates when used as the direct-response mechanism in radio advertisements. Specifically, the study measures the use of a vanity 800 number (a mnemonic that translates into words for easy recall) versus a straight numeric 800 number in identical radio advertisements.

Findings: The results of the study show that radio advertisements featuring a vanity 800 number yield 58 percent (58%) more phone calls than radio advertisements that mention a numeric toll-free number. With radio reaching more than 230 million listeners each week, and a majority of listening time spent out of the home, it will be important for advertisers to continue using a memorable direct-response mechanism.

More Callers Remember and Dial Vanity 800 Phone Numbers

58% MORE calls came into 1-800-TRADE-NOW.

Of the 62 incoming calls analyzed for the radio study, **61% dialed the memorable vanity 800 number**, versus just 39% who dialed the numeric toll-free.



	Vanity Toll-free Number (800-TRADE-NOW)	Repeater Numeric Toll-free Number (800-954-2828)
Number of Radio Spots:	77	77
Number of Calls:	38	24
Percent Difference of Callers Dialing Vanity 800 Number	58% MORE calls came into the Vanity 800 number!	

If you would like a complete copy of the *Toll-free Numbers in Radio Advertising* study, contact Jeanne Landau at jlandau@800response.com. Or, simply fill out the information below and fax to 1-802-860-0395.

Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____