

July, 2002



ANALYSIS BASED ON DATA FROM SRI, NFO COMMUNICATIONS AND SIMMONS

Department Stores

9 Reasons Why You Need a Strong Yellow Pages Program

one Relevant-Yellow Pages are Used!

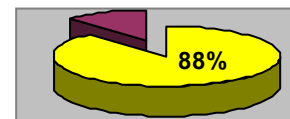
8 million shoppers use the department store heading annually for help.

(NFO AD:Impact, 2001).

two Ready-to-Buy

Heading users are ready-to-buy...**88%** of heading users make a purchase. No other medium can boast this high of a follow-through.

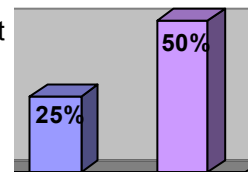
(Statistical Research, Inc., 2001)



three Decision-Impacting

25% of users make a decision based on information in the heading. **50%** of users view multiple ads when they consult the heading.

(Statistical Research, Inc., 2001)



four Brings in Great Customers

The heading is used—**220 million** references per year. Users tend to be mid-aged females with moderate income levels living in larger counties:

- **76%** of users are female
- **60%** of users are age 25-49
- **62%** of users have incomes over \$25,000
- **59%** of users live in "A" and "B" county areas (populations greater than 85,000 households)

Heading users make **12% more** visits per year to department stores than the average customer.

(Statistical Research, Inc./Simmons, 2001).

five Recent

Yellow Pages are your last chance to affect a customer's decision. The last advertising impression has the greatest impact on consumer decisions.

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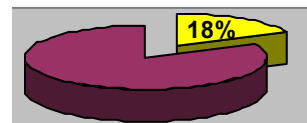
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six | Good for Your Business

Yellow Pages bring in new customers—**18%** of purchases from department stores display ads are from new customers.

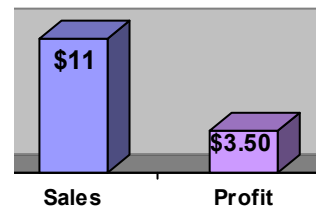
(Statistical Research, Inc./CRM Associates, 2001).



seven | Great for Your Bottom Line

Yellow Pages are your best investment for growing profits! The typical department store display ad generates **\$11** of sales revenue and **\$3.50** of profit for every **\$1** spent on Yellow Pages.

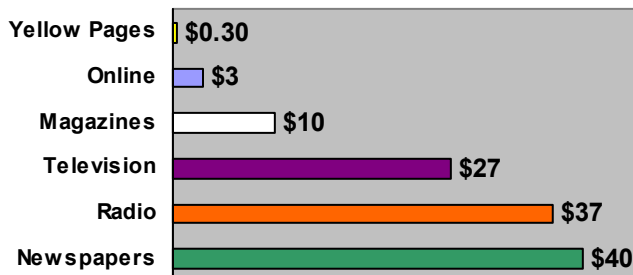
(CRM Associates, 2001)



eight | Competitive

You pay less per customer for Yellow Pages than you pay for any other advertising medium. *(CRM, Associates, 2001).*

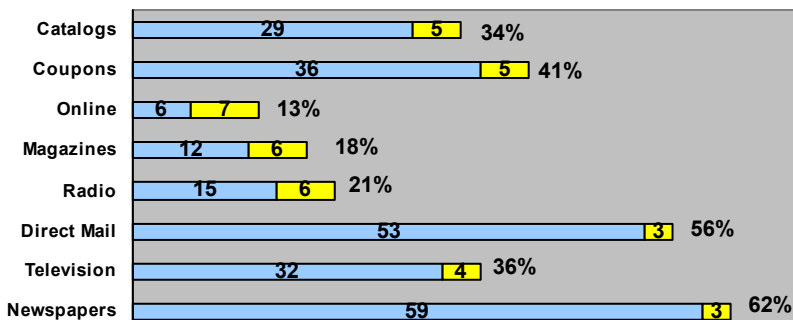
Cost Per Customer Influenced:



nine | Works Well with Other Media

Expands the reach of key media to active shoppers. Build brand and stimulate demand through other media—catch the consumer at purchase time through the Yellow Pages! Reach customers not reached through other media. *(NFO AD:impact).*

Chart shows how additional customers can be reached by adding Yellow Pages to your media mix



■ % of individuals who use the medium ■ Extended reach by adding Yellow Pages