

9 Reasons Why You Need a Strong Yellow Pages Program



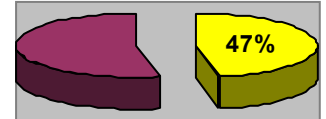
ANALYSIS BASED ON DATA FROM SRI, NFO COMMUNICATIONS AND SIMMONS.

Plumbing Contractors

one Relevant-Yellow Pages are Used!

47% of active shoppers for plumbing contractors go to the heading for help.

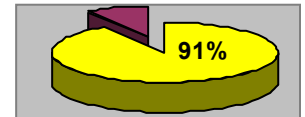
(NFO AD:Impact)



two Ready-to-Buy

Heading users are ready-to-buy...91% of heading users make a purchase. No other medium can boast this high of a follow-through.

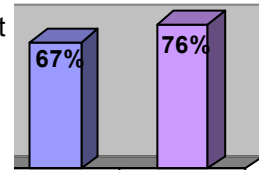
(Statistical Research, Inc.)



three Decision-Impacting

67% of users make a decision based on information in the heading. 76% of users view multiple ads when they consult the heading.

(Statistical Research, Inc.)



four Brings in Great Customers

The heading is used—**204 million** references per year. Users tend to be older with higher levels of income and education:

- 54% of users are over age 50
- 59% of users have college or graduate education
- 53% of users have incomes over \$40,000
- 70% of users have been at their current location more than 5 years

Heading users spend **13% more** than the average plumbing customer.

(Statistical Research, Inc./Simmons)

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.

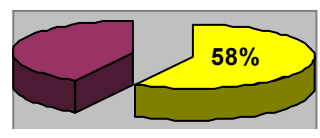


9 Reasons Why You Need a Strong Yellow Pages Program

six | Good for Your Business

Yellow Pages bring in new customers—**58%** of purchases are from new customers. Yellow Pages bring revenues to your business—the average plumbing contractor's display ad delivers almost **\$250,000** in sales revenues from heading users.

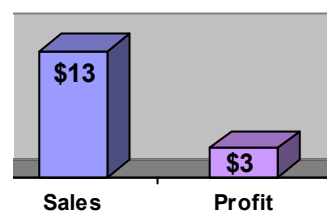
(Statistical Research, Inc./CRM Associates)



seven | Great for Your Bottom Line

Yellow Pages are your best investment for growing profits! The typical plumbing contractor's display ad generates **\$13** of sales revenue and **\$3** of profit for every **\$1** spent on Yellow Pages.

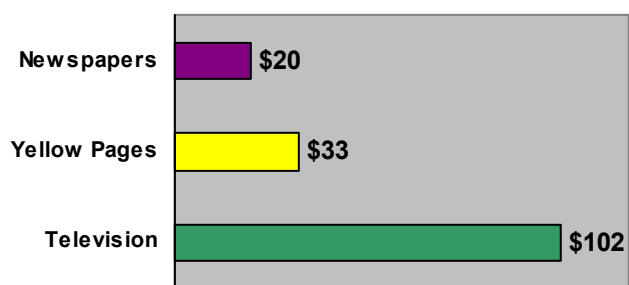
(CRM Associates)



eight | Competitive

Yellow Pages' cost per customer influenced is competitive with other advertising media. *(CRM, Associates)*

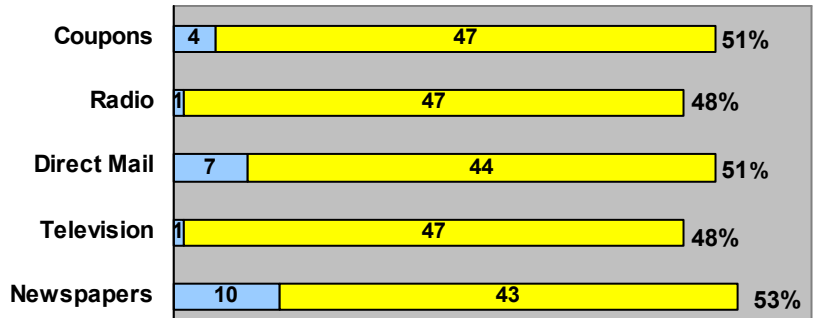
Cost Per Customer Influenced:



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