

***Toll-Free Numbers
In Radio Advertising***

Research Report

November 2006

Table of Contents

Table of Contents	2
Abstract	3
<i>Direct-response Tools in Radio Advertising</i>	3
Executive Summary & Findings	3
<i>Vanity 800 Numbers Pull More Calls from Radio Ads than Numeric Numbers</i>	3
Findings.....	4
<i>Vanity 800 Numbers Dominate in Radio Advertising</i>	4
<i>Majority of Callers Remembered and Dialed the Vanity 800 Number</i>	4
Conclusions	5
<i>Vanity 800 Numbers and Radio Advertising</i>	5
Methodology.....	5
Appendixes.....	6
<i>Contact Information</i>	6
<i>Reprint Information</i>	6
<i>Details of Methodology</i>	6
<i>Dates of Study</i>	6
<i>Endnotes</i>	7
<i>Other Studies by 800response</i>	7
<i>About 800response</i>	7

Table of Charts

Chart 1: <i>Callers Remember and Dial Vanity 800 Number 58% More Often than Numeric</i>	4
Chart 2: <i>61% of all Callers Call Vanity 800 Number</i>	4

Abstract

Direct-response Tools in Radio Advertising

Effective use of vanity 800 numbers in advertising is proven to increase response rates by at least 30 percent. As companies expand their use of direct marketing, vanity 800 numbers will continue to remain a critical element in advertising.

The primary purpose of this study was to compare and document the effect on response rates when using a vanity 800 phone number (mnemonic numbers that translate into words for easy recall, e.g., 1-800-NEW-RIDE), versus a numeric 800 number in radio advertising.

The results of this study show that a vanity 800 number yields 58 percent more incoming phone calls.

Executive Summary & Findings

Vanity 800 Numbers Pull More Calls from Radio Ads than Numerics

Even with the growth of the Internet, radio continues to be one of the most popular forms of advertising media today. As of 2006, there were over 13,800 radio stations¹ reaching 94% of the U.S. population every week². For those over the age of 18, over twenty hours are spent listening to the radio during the weekdays³.

The Out-of-Home reach of radio has grown to more than 129 million adults over the age of 18 who listen to the radio while driving, compared with just 93 million who listen to the radio while at home⁴. These are times when people do not always have a pen and paper available to write down a phone number, and most likely they will not remember a numeric toll-free phone number they hear in a thirty or sixty second radio commercial.

The average national commuter travel time has grown from 21.7 minutes in 1980 to 24.5 minutes per one-way trip in 2000, with the longest commute time logged in the Northeast at an average of 27 minutes per one-way trip⁵. Whether they are traveling to the airport or commuting to work, 82% of Americans can be reached in their vehicles during the course of each week⁶.

The use of vanity 800 numbers in radio advertising is proven to generate more response than a numeric toll-free number with repeating digits (e.g., 1-800-NEW-CARS vs. 800-962-7272). The response rates measured in this test establish a notable difference when using a vanity 800 number, with the vanity 800 number receiving **58 percent more calls** than the numeric 800 number.

With increasing commuter travel time and higher listening rates taking place outside of the home, direct-response tools, such as memorable vanity 800 numbers (e.g., 1-800-FLOWERS), will remain crucial to businesses as they develop advertising plans designed to generate higher response rates and improve radio advertising performance.

Findings

Vanity 800 Numbers Dominate in Radio Advertising

Of the incoming calls analyzed for the radio study, **58% more calls came into the vanity 800 number**, versus an identical radio ad listing a repeating numeric 800 number.

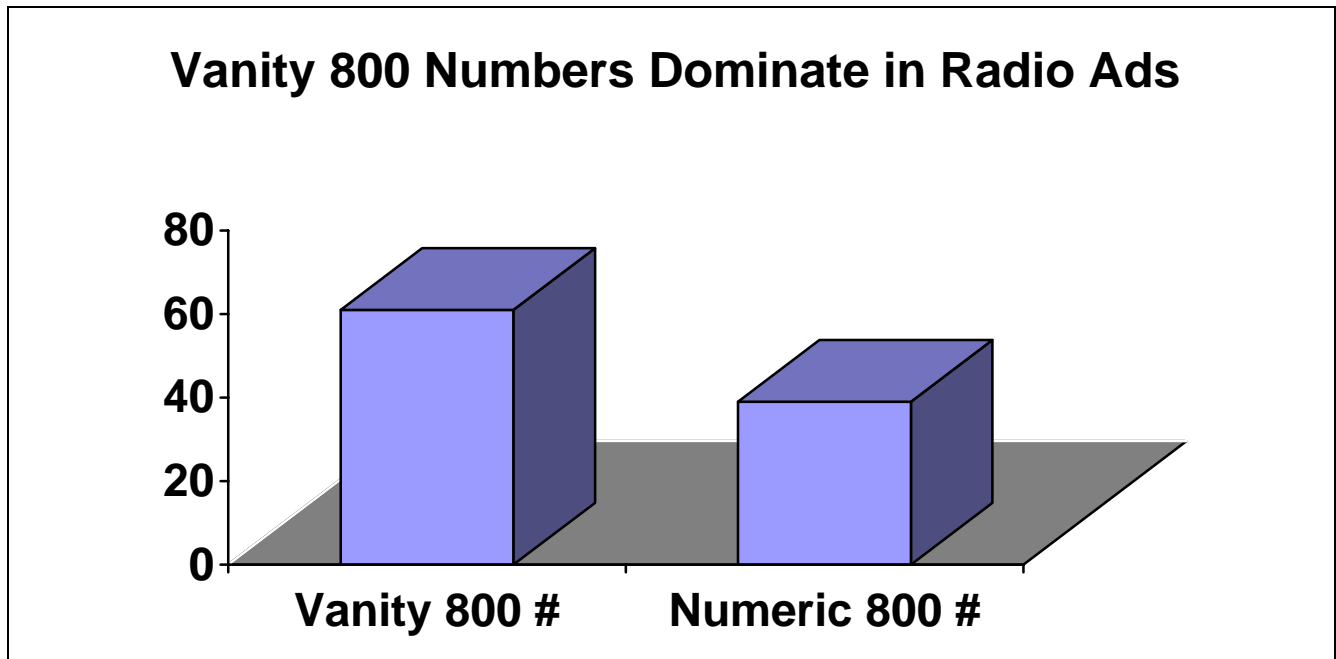


Chart 1

Majority of Callers Remembered and Dialed the Vanity 800 Number

Using an even 50/50 rotation of radio spots, with one ad featuring a vanity 800 number versus the same ad featuring a numeric toll-free number, **61% of all calls rang into the memorable vanity 800 number**, versus just **39% that dialed the numeric 800 number**.

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

Chart 2

Conclusions

Vanity 800 Numbers and Radio Advertising

According to the Direct Marketing Association (DMA), direct marketing expenditures will continue to grow and boost the economy through 2007⁷. Widely used throughout many forms of advertising, direct-response tools can be found in Out-of-Home advertisements, radio and television campaigns, direct mail materials, and the Internet.

For advertisers, radio is a crucial component of the media mix – it is highly targeted and easily tracked. With radio advertising reaching more than 230 million listeners each week⁸, and with the majority of consumer listening time spent out of the home, it is important for advertisers to continue using a memorable direct-response mechanism, like a vanity 800 number, in order to make it easy for consumers to reach them.

The use of vanity 800 numbers in radio advertising is proven to generate more response than a repeating toll-free number. The response rates show that 58% more calls rang into the vanity 800 number during the radio test, proving that the use of these unique and easy to remember tools is effective for the radio medium and should be incorporated as an important element of the direct marketing mix.

Featuring vanity 800 numbers in ads can substantially raise advertising response rates – by as much as nearly 60%, as evidenced in this study. As companies continue to use direct marketing as a way to reach consumers, effective response mechanisms remain critical to a healthy return on investment.

Methodology

Over a two week period, two radio stations in the Chicago metro area ran 154 radio advertisements. Fifty percent (50%) – 77 radio spots – featured a vanity 800 number, and the other 50 percent featured a numeric toll-free number. Both stations used an even rotation of the radio spots, with one version featuring 800-TRADE-NOW, and the second version featuring 800-954-2828.

The following data were collected:

- Number of incoming calls into the vanity 800 number vs. the repeating numeric phone number

Commercials were rotated equally throughout all day-parts. Calls were tracked and recorded electronically.

Client:

Griegers Chrysler Dodge Jeep, Valparaiso, IN (Chicago Metro)

Conducted By:

Creative Broadcast Concepts, Inc., Biddeford, ME

Source of Toll-Free Numbers:

800response, Burlington, VT

Appendixes

Contact Information

The study, ***Toll-Free Numbers in Radio Advertising***, was conducted by CBC Advertising, Greiger's Dodge, Chrysler, Jeep and 800response. The technical elements of the study were developed, organized, and administered by Laura Noonan, Vice President of Marketing (lnoonan@800response.com), and Jeanne Landau, Public Relations Manager (jlandau@800response.com).

All inquiries regarding this report may be directed to:

Jeanne Landau
Public Relations Manager
800response
200 Church Street, PO Box 1049
Burlington, VT 05401
802-383-0645
jlandau@800response.com

Reprint Information

Any person is hereby authorized to view, copy, print, and distribute this document subject to the following conditions:

1. This document may be used for information purposes only.
2. Any copy of this document must include copyright notice.
3. Any copy of a portion of this document must credit the source.
4. A copy of any materials citing this document must be forwarded to 800response.

Reprints of the study are available free of charge to members of the press, professional organizations, and clients of 800response. The study is available for online viewing and printing in PDF format at www.800response.com. Copies may also be obtained by contacting Jeanne Landau at 802-383-0645, or by email at jlandau@800response.com.

Details of Methodology

Sources:

WLJE-FM 105.5 (Country)

- 90 radio spots total
 - 45 radio spots with vanity 800 number
 - 45 radio spots with repeating numeric toll-free number

WKQX-FM 101.1 (Rock)

- 64 radio spots total
 - 32 radio spots with vanity 800 number
 - 32 radio spots with repeating numeric toll-free number

Dates of Study

October 4, 2006 – October 18, 2006

Endnotes

1. Arbitron, “*Radio Today 2005 Edition*”, p.2
2. Arbitron, “*RADAR[®] 85*”, p. 4
3. Arbitron, “*RADAR[®] 85*”, p. 8 (Source: Spring 2005 Arbitron American Radio Trends Time Spent Listening Estimates)
4. Arbitron, “*2006 Network Radio Today*”
5. Transportation Research Board, “*Commuting in America: The Third National Report on Commuting Patterns and Trends*”
6. Arbitron, “*RADAR[®] 85*”, p. 14
7. Direct Marketing Association (DMA), “*The Power of Direct Marketing*”
8. Arbitron, RADAR, Fall Survey Reports
9. FCC 2005

Other Studies Conducted by 800response

1. *2005 Toll-Free Numbers in Television Advertising*
2. *Direct Response Mechanisms in Billboard Advertising*, 2003
3. *Telephone Number Recall in Radio Advertising*, 2002
4. *Toll-Free Vanity Numbers in Radio Advertising*, 2000

About 800response

800response is the premier provider of Custom 800 service in North America and offers the broadest selection of Custom 800 numbers available today. Principals at **800response** have over 30 years of experience in the telecommunications industry and have been featured in major industry publications including *Marketing News*, *Direct*, *Response*, *AutoSuccess*, *Dealer Marketing Magazine*, *Outdoor Advertising Magazine*, *Marketing Management*, and *Forbes* as authors and subjects of articles on direct marketing and innovative ways for businesses to improve their advertising response rates. Services provided by the company include Custom 800 numbers, a sophisticated Call Routing platform, Call Recording, and real-time online Call Tracking reports.

800response

200 Church Street, PO Box 1049
Burlington, VT 05401
Phone: 802-860-0378
Fax: 802-860-0395