

IGNITION TOLL FREE

104 W. Fourth St., Suite 201, Royal Oak, MI 48067

W: ignitiontollfree.com

E: sales@800itf.com

T: 1-800-STRONG-SALES (800-787-6647)



IGNITION TOLL FREE

A leading provider of vanity toll-free phone numbers

Vanity Number Research & Studies

ONLINE STUDY #1

CONSUMERS 33% MORE LIKELY TO CLICK MOBILE AD FEATURING VANITY NUMBER

People searching online were 33% more likely to click on the ad featuring a vanity phone number compared to an ad featuring a numeric phone number. The test compared 100,000 impressions of two Google mobile ads. One ad featured 877-WINDOWS and the other 877-422-5878. The study found that the Click through rate (CTR) for the ad featuring the vanity phone number was .28%, resulting in 131 clicks from 46,429 impressions, while the ad with the numeric phone number was .21%, with only 111 clicks from 53,940 impressions.



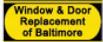
Bring More COMFORT INTO VIEW

20% off
QUALIFYING PROJECTS¹

— PLUS —

NO DOWN PAYMENTS,
NO PAYMENTS,
NO INTEREST²

FOR 12 MONTHS²



877-422-5878

CLICK FOR DETAILS

“Mobile Ad featuring vanity number generated 33% more clicks than same ad with numeric phone number”



Bring More COMFORT INTO VIEW

20% off
QUALIFYING PROJECTS¹

— PLUS —

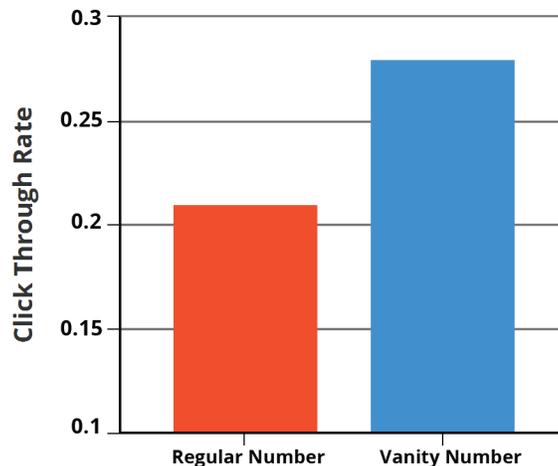
NO DOWN PAYMENTS,
NO PAYMENTS,
NO INTEREST²

FOR 12 MONTHS²



877-WINDOWS

CLICK FOR DETAILS



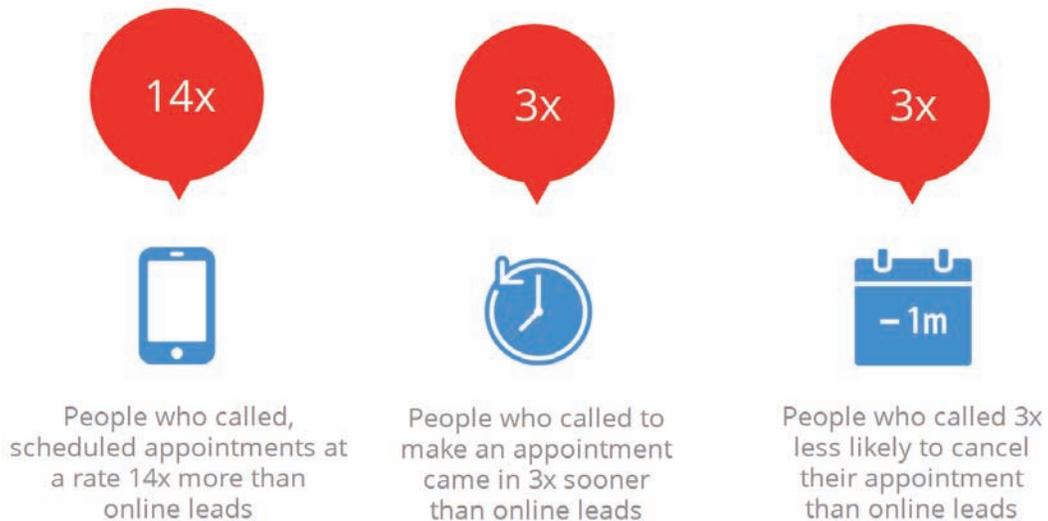


ONLINE STUDY #2

PEOPLE WHO CALL BOOK APPOINTMENTS AT A RATE 14 TIMES MORE THAN ONLINE LEADS.

Medical practice wanted to compare the quality of phone leads to web leads. It used the vanity phone number 1-800-VARICOSE and compared leads that came into that number with online leads. Leads were generated through a Google AdWords campaign and traditional advertising campaign that featured 1-800-VARICOSE and the website URL. Leads were tracked and logged over a three month period. At the end of that period the study found that people who called 1-800-VARICOSE made appointments 14 times more often than online leads. The study also found that those who called scheduled to come in 3 times sooner than online leads (i.e. callers came in 60-90 days sooner than those who booked their appointments online). Finally, the study concluded that those who called to make their appointment were 3 times less likely to cancel their appointment than those who booked online.

Vanity # vs Online Leads



Details

Study conducted by Circulatory Centers of America, a vein treatment practice with locations throughout the Northeast and Midwest.



ONLINE STUDY #3

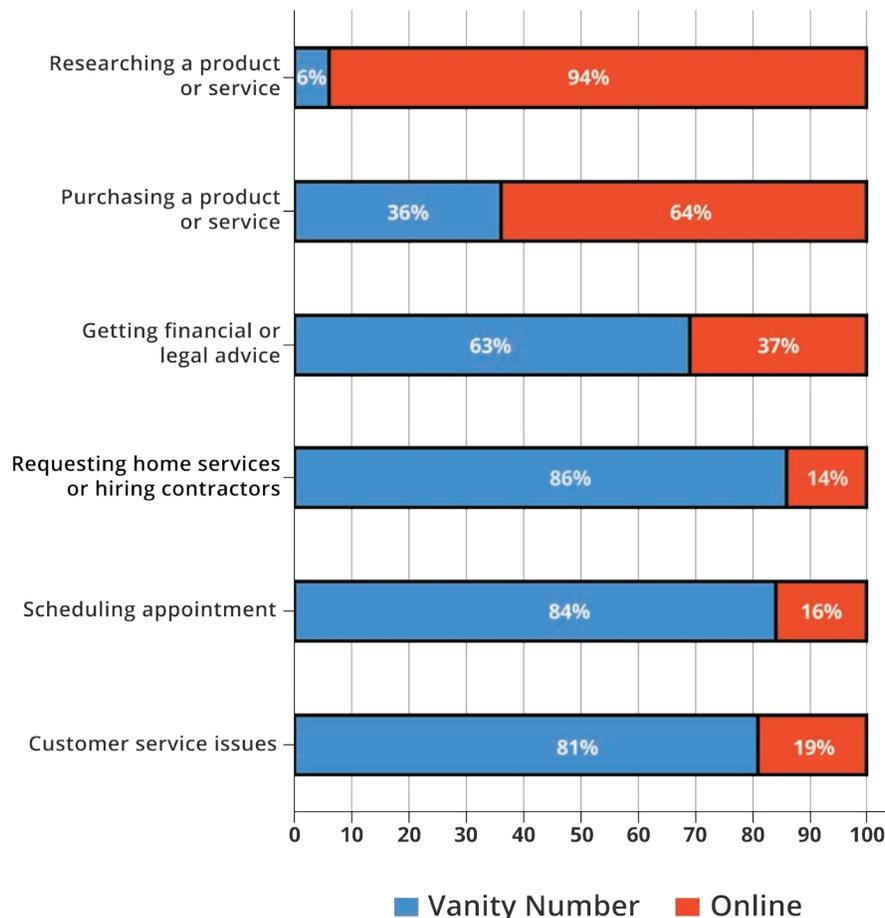
CONSUMERS PREFER THE PHONE TO THE INTERNET MORE THAN 80% OF THE TIME FOR MAJOR PURCHASES, SERVICE ISSUES AND SETTING APPOINTMENTS.

8 in 10 consumers prefer to use the phone over the internet when it comes to purchasing home services or hiring contractors, scheduling an appointment and resolving a customer service issue. They also prefer the phone for obtaining legal and financial advice.

Details of Study

Online questionnaire consisting of 2,400 respondents, evenly split between male and female and divided into three age groups: 15-34; 35-54; and 55+. Respondents were rewarded for their participation with email cash points. *Study conducted by D&M Research.*

Consumer Preference - Phone vs Internet





RADIO STUDY #1

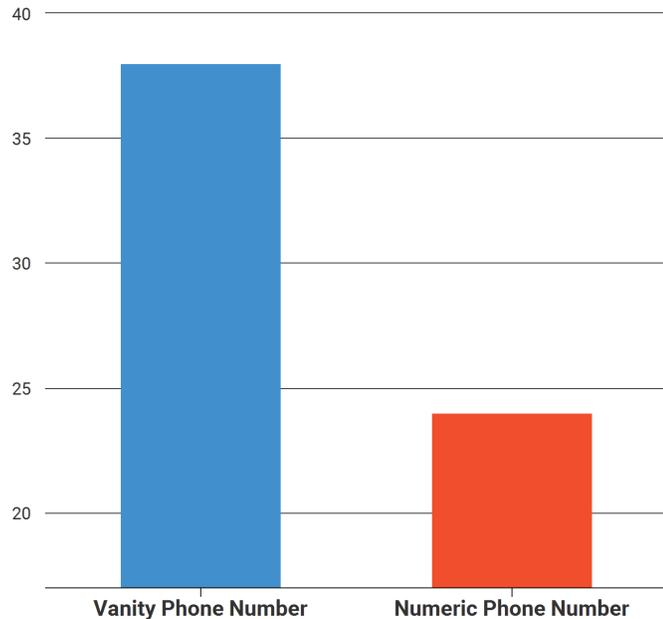
VANITY PHONE NUMBERS GENERATE 58% MORE CALLS THAN NUMERIC NUMBERS

Radio ads featuring a vanity phone number drew 58 percent more telephone calls than radio ads that gave a numeric phone number. The study tested response rates of two different phone numbers in otherwise identical ads. One ad used the vanity number 1-800-TRADE-NOW and the other used 1-800-954-2828.

The study was conducted analyzing two Chicago-area radio stations that ran 154 ads over two weeks, half featuring the vanity number and the rest featuring the numeric toll-free number. Both stations used an even rotation of the spots. Incoming calls to both numbers were tracked and recorded. The vanity number drew 58 percent more calls.

Study conducted by: Creative Broadcast Concepts, Maine
Client: Grieger's Chrysler Dodge Jeep

"The study shows that more calls rang into the vanity number during the radio test. This proves to us that not only are vanity numbers effective for the radio medium, but that businesses are missing out on potential sales when they advertise with a straight numeric phone number."
Bill Park, CBC, Inc.





RADIO STUDY #2

VANITY NUMBER INCREASES RESPONSE 14x MORE THAN NUMERIC NUMBER

Vanity toll-free numbers substantially increase advertising response rates. The results of this radio study show that an advertisement using a toll-free vanity number (a number that translates into words for easy recall) generates 14 times more phone calls than a numeric phone number.

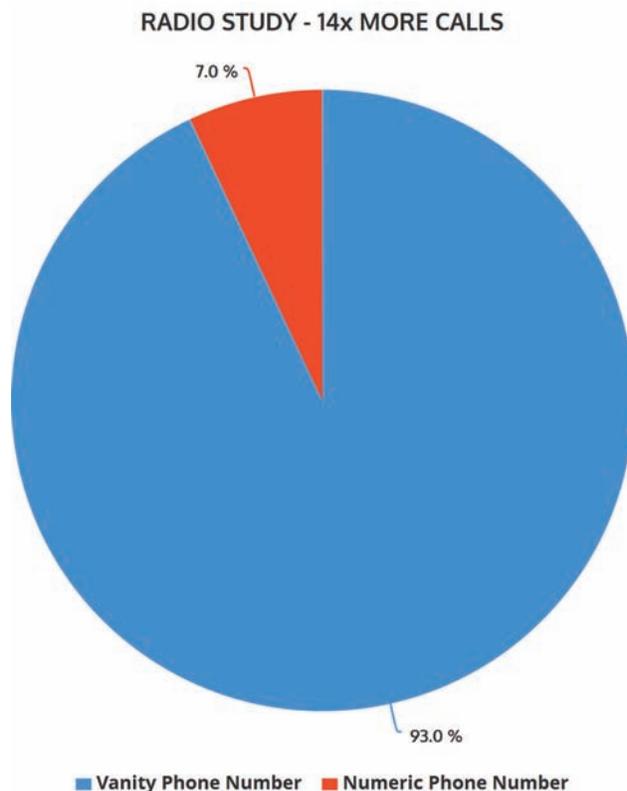
Details of Study

Methodology: Commercials were rotated equally throughout all dayparts. Calls were tracked and recorded electronically.

Radio Station: WDHA 105.5 FM, Cedar Knolls, NJ

Client: Denville Nissan, Denville, NJ

Study Conducted By: Michael J. Motto Advertising & Public Relations, Clark NJ



Vanity Toll-Free Number	
Phone Number:	800.New.Wheels
Number of Commercials:	33
Commercial Duration:	60 Seconds
Ratio of Phone Calls to Vanity # vs Numeric #:	14 to 1
Percentage of Phone Calls:	93%

Numeric Toll-Free Number	
Phone Number:	800-465-7643
Number of Commercials:	33
Commercial Duration:	60 Seconds
Ratio of Phone Calls to Vanity # vs Numeric #:	1 to 14
Percentage of Phone Calls:	7%



RADIO STUDY #3

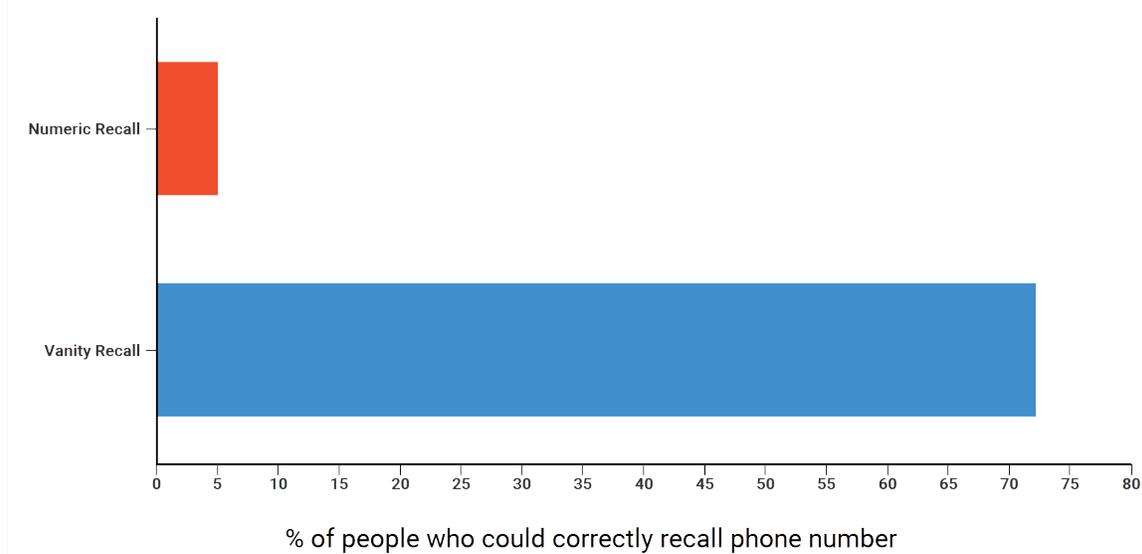
72% OF CONSUMERS CORRECTLY RECALLED VANITY NUMBER AFTER HEARING ONE 30-SECOND SPOT

Over 72% of consumers correctly recalled a toll free vanity phone number after hearing one 30-second radio advertisement, compared with just 5% of who correctly recalled the numeric toll-free number. The comparison shows that a radio ad featuring a vanity number yields a 9 times higher recall rate compared to a radio ad featuring a numeric phone number.

Details of Study

Methodology: Survey was distributed to 1,500+ opt-in respondents. The survey included two audio files simulating 30-second radio advertisements. One featured a vanity toll free phone number and the other a numeric phone number. Study conducted by Infosurv and e-Rewards.

Recall: Vanity vs. Numeric



Vanity Toll-Free Number		Numeric Toll-Free Number	
Phone Number:	800.New.Cars	Phone Number:	800-465-7643
Commercial Duration:	30 Seconds	Commercial Duration:	30 Seconds
Number of People Who Correctly Recalled Number:	1,094	Number of People Who Correctly Recalled Number:	77
% of Correct Recall:	72.3%	% of Correct Recall:	5.1%
Ratio of Correct Recalls of the Vanity Number to the Numeric Phone Number:	9 to 1	Ratio of Correct Recalls of the Vanity Number to the Numeric Phone Number:	1 to 9

RADIO STUDY #4

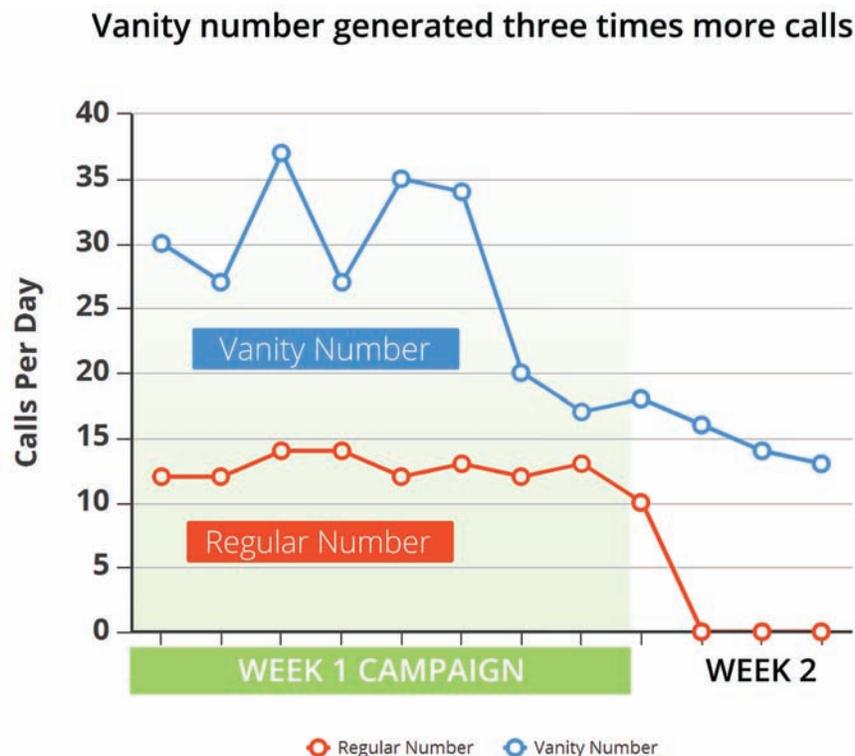
VANITY NUMBER GENERATED THREE TIMES MORE CALLS AND BOOKINGS THAN NUMERIC PHONE NUMBER

Side-by-side testing of a vanity number vs a numeric phone number for the Harvey Norman company. The objective was to compare the response of a vanity number to a numeric phone number – with all other variables remaining constant.

In the week after the campaign, the calls to the numeric phone number stopped almost immediately. While calls to the vanity number continued - further increasing the ROI of the ad and reducing the cost of acquiring each lead.

Details of Study

Two identical radio ads were produced. The only difference between the two ads was the “call to action” used at the end of each ad. The first ad used a regular number phone number, 1-800-628-6788. The second ad used the vanity number, 1-800-THE-BYRON. The two ads were run in even rotation with identical media weights, over a seven day period on two radio stations. The calls to both numbers were tracked for the seven day campaign period and for seven days after the completion of the campaign. *Study conducted by Roy Morgan Research.*





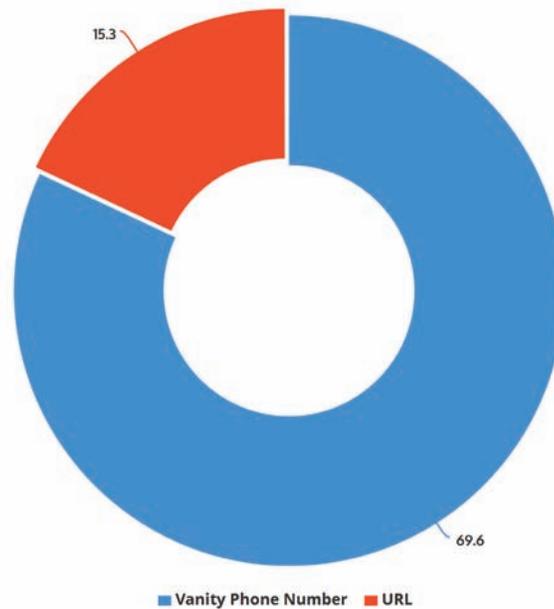
VISUAL STUDY #1

URLs ARE 78% LESS EFFECTIVE THAN VANITY NUMBERS IN VISUAL MEDIA

When a visual advertisement featured both a vanity phone number and URL, consumers were able to recall the vanity number correctly 69.6% of the time, whereas they could only recall the URL 15.3%. The URL performed 78% worse than the vanity phone number.

Details of Study

Methodology: Survey was distributed to 1,037+ opt-in respondents. The survey included advertisements where the vanity phone number and URL were both featured. Study conducted by Infosurv, Inc.



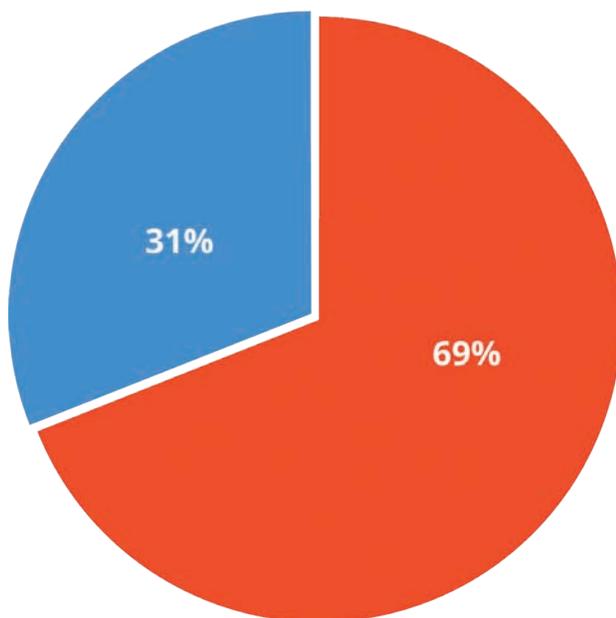
Vanity # vs URL	Number of people who could correctly recall	Percentage of people who could correctly recall	% Difference URL vs Vanity Correct Recall
1-800-NEW-LOOK	722	69.6%	-78%
downtownaesthetics.com	159	15.3%	
1-800-NEW-RIDE	666	64.2%	-72.7%
millerautomotiveNE.com	182	17.6%	

VISUAL STUDY #2

110% IMPROVEMENT IN RECALL RATES WITH VANITY NUMBERS IN VISUAL MEDIA

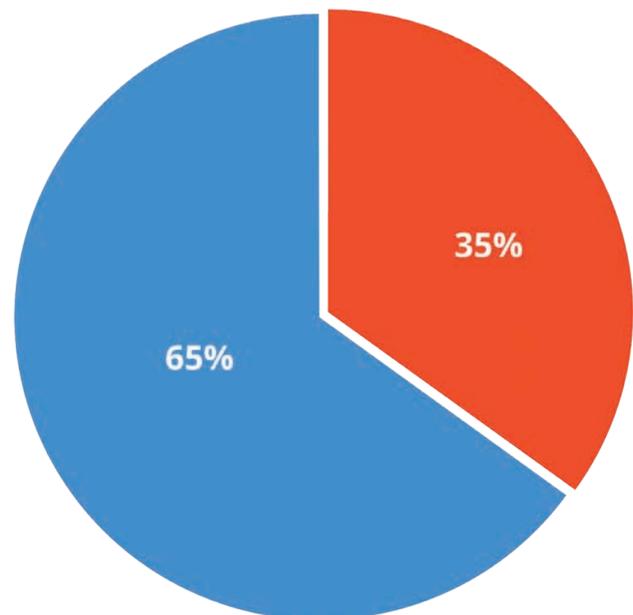
Advertisers saw an 110% improvement in consumer recall when they featured a vanity number in visual media campaigns such as television, outdoor, and print advertising. Sixty-five percent (65%) of consumers were able to correctly recall a vanity number that was featured in a visual image – simulating a billboard or print advertisement. In comparison, only 31% of consumers could correctly recall the numeric toll-free number in a visual image.

NUMERIC RECALL



■ COULD RECALL ■ COULD NOT RECALL

VANITY RECALL



■ COULD RECALL ■ COULD NOT RECALL

Study Methodology	
Number of Respondents:	1,502
Study Conducted By:	Infosurv, Inc
Details:	Survey included questions with timed 5 second visual images to simulate outdoor or print advertisements and then asked consumers to recall the numbers in each image.

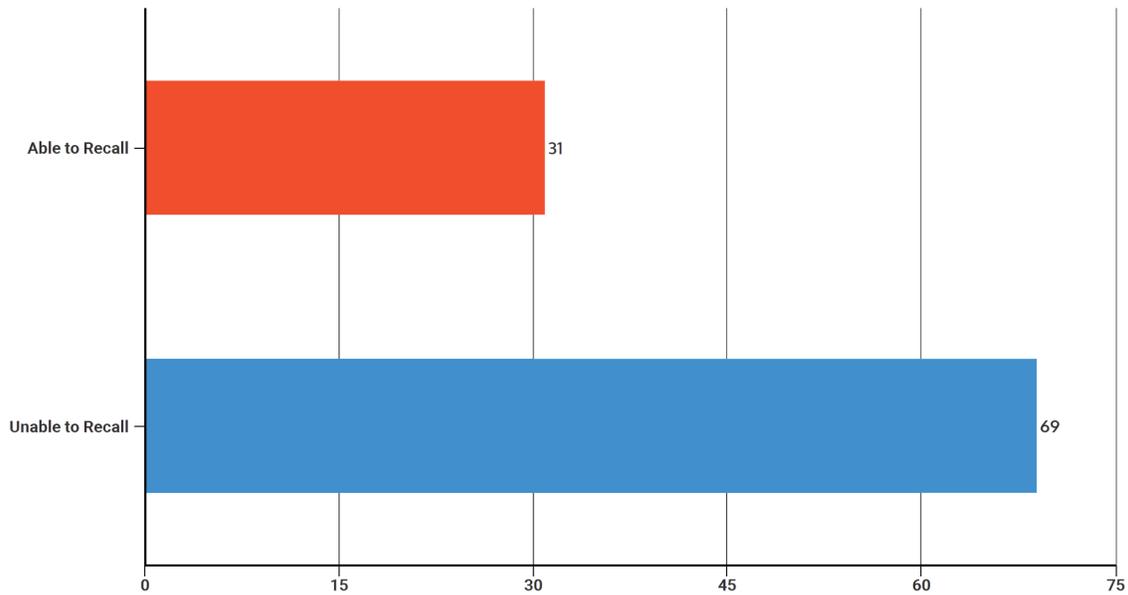


VISUAL STUDY #3

69% OF CONSUMERS CANNOT RECALL NUMERIC PHONE NUMBERS IN VISUAL ADS

Numeric phone numbers result in significantly lower recall rates in visual media. Advertisers lose 50% of potential responses when featuring a numeric phone number. The graph below shows that only 31% of the respondents could correctly recall the numeric toll-free number in a visual advertisement. 69%, could not correctly recall the numeric phone number at all.

69% of Consumers Can't Recall Numeric Phone Number They Saw 5-Seconds Earlier



Methodology

Electronic survey distributed to 1,500 opted-in respondents through an online market research firm and electronic survey provider, and all survey data was compiled by third parties.

Research Conducted By: Infosurv, Inc. Infosurv is a leading marketing and survey research company. (www.infosurv.com)

Survey distributed by e-Rewards, Inc. e-Rewards is the world's leading online market research panel. (www.e-rewards.com).

