

# WHY CHOOSE VANITY 800 NUMBERS

from Global virtual Numbers

## WHY THE PHONE IS STILL KING

30%

**OF U.S. POPULATION (age 50+) HAVE THE LOWEST RECALL RATE FOR URLS**  
(wealthiest generation in the U.S. with an estimated annual spending power of over \$2 trillion)

**50%** remember 800 over URL in Broadcast

**58%** remember 800 over URL in ads

**78%** remember 800 over URL in Visual Media

**17-40%**

Cite "Research the Competition" as their first step after visiting an advertiser's web site.  
(less than 10% would communicate with the advertiser as their first step)

**90%**

**PREFER TO USE PHONE FOR CUSTOMER SERVICE**

**65%** 

of businesses rate phone calls as their highest quality lead source

**800**

**Why Vanity 800 numbers recognize 800 as toll-free**

**57%**

Prefer to dial 800 over local phone number

**75%**

Higher recall rate of vanity over numeric toll-free

**72%**

recall vanity vs 5% recall numeric in 30 second radio ad

**14x**

more calls to vanity 800 in radio ad vs numeric toll-free

**1-800- Get Thin**

**65%** were able to correctly remember the vanity 800 number in a visual ad

908-1235678 5678908  
**567-1234908**  
678-5912308 678-2345908  
908-1235678 23-5678908

**69%** Could NOT remember a numeric phone number

More Calls. More Sales. More Profit

1-800-new-sales

SHARE ON



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