

# WHY CHOOSE VANITY 800 NUMBERS

from GlobalVirtualNumbers.com

## WHY THE PHONE IS STILL KING



**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



**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



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

**More Calls. More Sales. More Profit**

**1-800-new-sales**

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