

# **Benefits of a Display and Space Ad Bundle**



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**Advertisers realize the full potential value from developed headings in Yellow Pages when they have both an incolumn ad and a display ad.**

Past call measurement studies showed that advertisers benefit most from Yellow Pages when they use a combination of a display ad and a space ad to reach different sets of consumers. This analysis has been updated using data from the 2011 Yellow Pages Metered Ad Study with similar, reinforcing results. Only data from 2009 and 2010 directories are used in this study to insure results reflect current market dynamics. There were 1,136 call measurement studies where advertisers purchased both display and space ads in the same heading in the past two year period. The results from the current data are almost identical to results obtained in previous years – verifying that the dynamics of Yellow Pages usage have not changed.

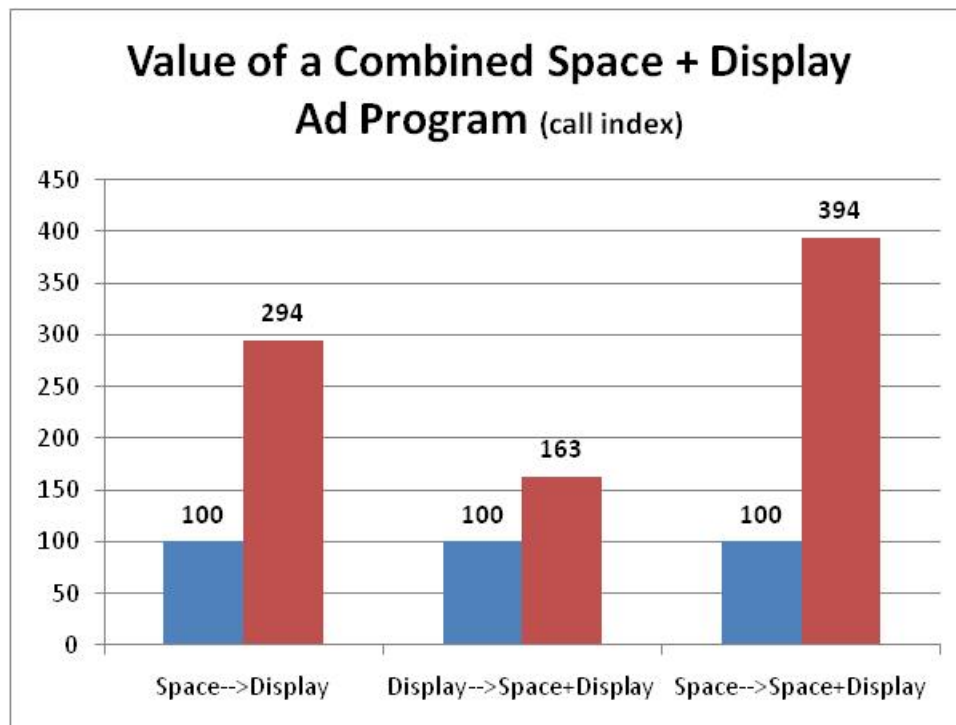
Display ads and incolumn/space ads reach two separate, distinct audiences. Consumers that know the business they are looking for or who are searching for a specific brand primarily use space and trade ads. Incolumn ads are best thought of as customer retention tools. Incolumn ads are efficient search vehicles. Incolumn ads serve to remind customers of the value of the business or product, to invite customers back, and to provide key information that makes it easy for customers to reach the business or purchase the product.

People that are driven by life events or other out-of-the ordinary activities are more likely to be shopping, to have no strong a priori brand preference, and to be new customers to the businesses or products they select. These customers are looking for information; they go to display ads because of the greater content available in those ads. These customers are looking to gain a quick education about the category, to have their questions answered, and to find reasons to contact one business over another – or, similarly, to purchase one brand over another. Display ads are best thought of as customer acquisition tools; display ads act as a company's sales person.

While both incolumn and display ads provide strong, positive ROI on a stand-alone basis, having one type of ad without the other limits the benefits an advertiser gains from the Yellow Pages. **A program combining both types of ads can be far more powerful than just an incolumn ad or just a display ad because it allows the advertiser to reach two distinct audiences – each with different shopping behaviors.**

The ad studies in the 2011 Yellow Pages Metered Ad Study show the value of a combined display and incolumn advertising program. **Combining space ads with display ads had a strictly additive impact on calls, i.e., neither ad diluted the effectiveness of the other.**

In percentage terms, display-only ads received an average of 2.9 times more calls than space-only ads. The display-plus-space ad bundle received an average of 1.6 times more calls than the display-only ad and 3.9 times more calls than the space-only ad (see the figure below). For example, if a space ad receives 100 calls, a combined space and display ad program would be expected to receive approximately 394 calls.

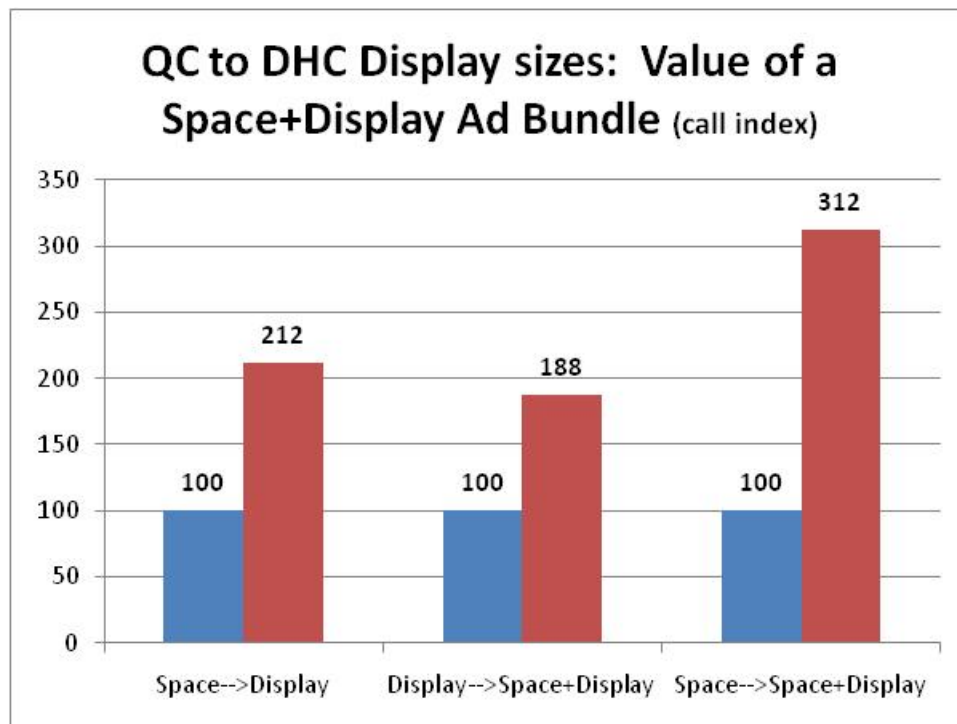


Each ad type presents a targeted advertising opportunity; each ad type reaches a separate and distinct audience. Advertisers optimize the power of Yellow Pages when they use both incolumn and display products to reach their potential customers. The combined set of ads can significantly increase the number of calls received by advertisers and the resulting business returns and growth realized from their Yellow Pages program.

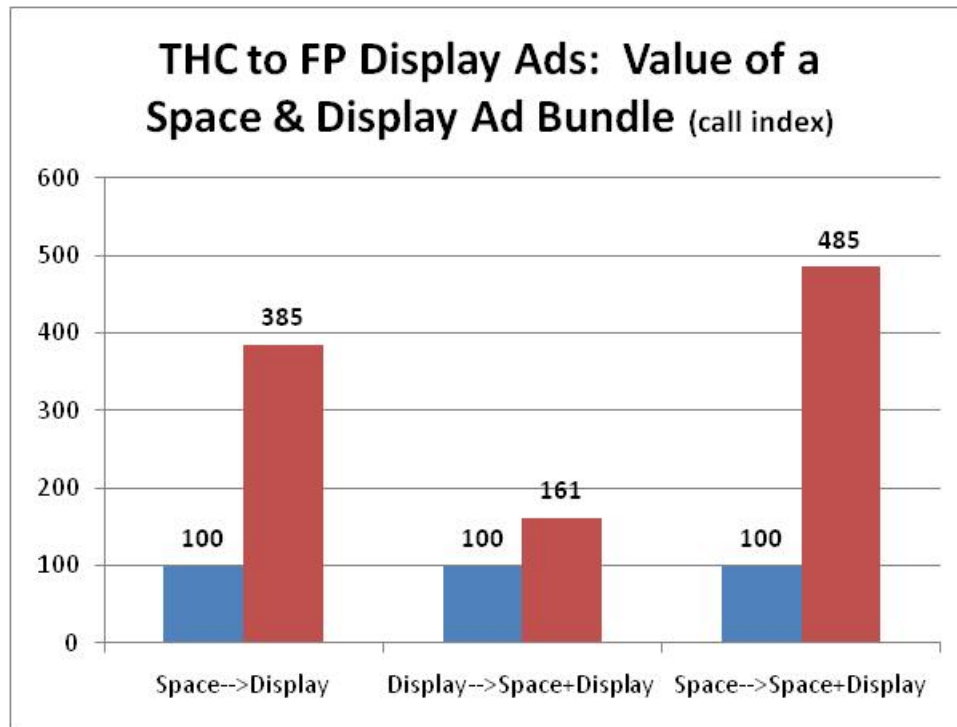
### **Impact of Display Ad Size on Results**

The magnitude of benefit of the Display+Space ad bundle varies by the size of the display ad. Impacts can be grouped by three ranges of display ad size: a quarter page or less, a third of a page up to a full page, and double truck ads. The three figures below show the relative change in calls for each of the three ranges in display ad size.

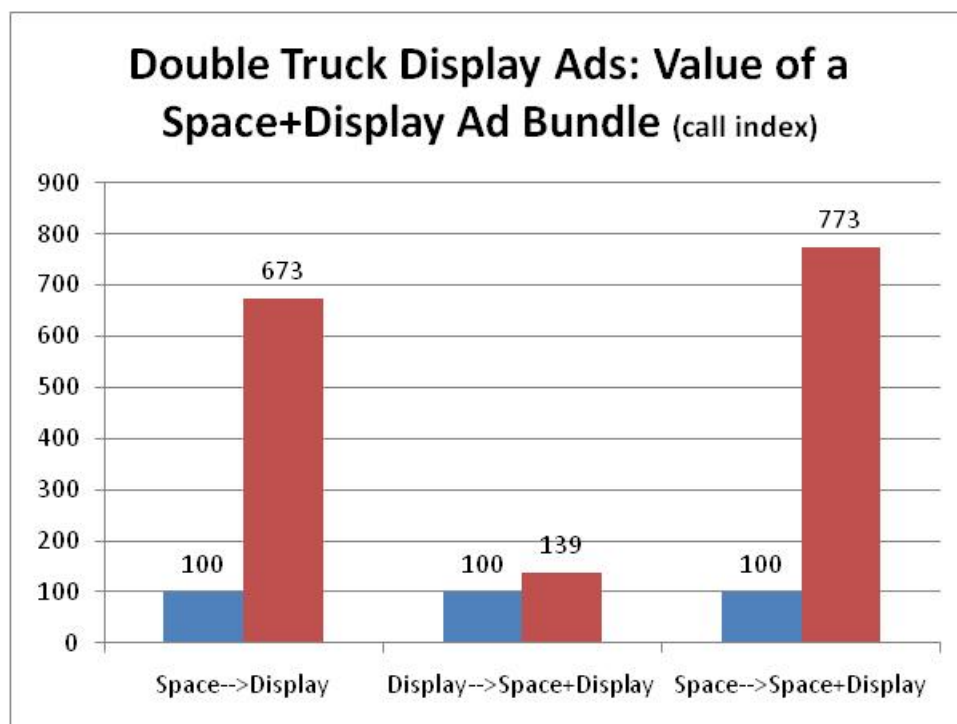
For display ads of a quarter page or less, the display-only ads received an average of 2.1 times more calls than space-only ads. The display-plus-space ad bundle received an average of 1.9 times more calls than the display-only ad and 3.1 times more calls than the space-only ad (see the figure below). For example, if a space ad receives 100 calls, a combined space and display ad program would be expected to receive approximately 312 calls.



For display ads of a third of a page through a full page, the display-only ads received an average of 3.8 times more calls than space-only ads. The display-plus-space ad bundle received an average of 1.6 times more calls than the display-only ad and 4.8 times more calls than the space-only ad (see the figure below). For example, if a space ad receives 100 calls, a combined space and display ad program would be expected to receive approximately 485 calls.



Double truck ads received an average of 6.7 times more calls than space-only ads. The display-plus-space ad combination received an average of 1.4 times more calls than the display-only ad and 7.7 times more calls than the space-only ad (see the figure below). For example, if a space ad receives 100 calls, a combined space and double-truck display ad program would be expected to receive approximately 773 calls.



### Heading-Specific Results

The Table on the next page shows the benefits of a combined ad package for 51 headings that had 5 or more call measurement studies. The first column shows the median call counts for the space ads. The second three columns show the percentage increases of the display vs. the space ad and of the bundle vs. the space ad alone and vs. the display ad alone. The next two columns show the average ad sizes for the display and space ads in the studies for each heading.

In every case, the combination space+display significantly outperformed the space-only ad. The space+display bundle is a powerful way for advertisers to reach and influence both existing customers and new shopping prospects, and, thus realize the full potential value of Yellow Pages.

Heading	Call Ratios						
	Median	Display Calls	Both Ads vs.	Both Ads vs.	Typical Ad Size		Pairs
	Calls - Space	vs. Space Only	Display only	Space Only	Display(QC)	Space(HS)	
Air Conditioning Contractors, Systems & Repair	40	2.6	1.8	3.6	10.8	4.7	24
Appliances Major Dealers	53	5.1	1.5	6.1	9.2	4.4	5
Appliances-Household-Major-Service & Repair	103	3.2	2.3	4.2	7.5	4.5	11
Attorneys	28	9.0	1.6	10.0	18.0	5.1	96
Attorneys Accidents-Personal Injury-Property Damage	22	3.6	1.9	4.6	10.7	4.8	12
Attorneys Bankruptcy	49	4.6	1.3	5.6	16.4	4.6	10
Auto Body Repair & Painting	51	2.2	1.9	3.2	10.0	3.4	8
Auto Dealers New	377	12.9	1.7	13.9	13.6	3.6	8
Auto Repair & Service	68	2.7	1.8	3.7	7.6	3.7	37
Bail Bonds	113	1.9	1.7	2.9	4.5	5.0	6
Beauty Salons	110	1.9	1.8	2.9	6.6	3.3	7
Carpet & Rug Cleaners	30	3.8	1.5	4.8	6.0	3.9	28
Carpet & Rug Dealers New	43	1.4	2.5	2.4	3.4	2.9	7
Child Care	42	3.8	1.3	4.8	3.2	2.0	5
Chiropractors	43	2.3	1.7	3.3	9.0	3.7	22
Computers Service & Repair	55	4.3	1.9	5.3	3.3	3.3	11
Contractors General	44	1.5	1.9	2.5	3.2	3.2	5
Counselors-Marriage, Family, Child & Individual	30	2.2	1.6	3.2	3.0	2.2	5
Dentists	48	4.0	1.5	5.0	11.8	4.0	90
Doors & Door Operating Devices	41	2.9	1.7	3.9	11.2	4.7	10
Electric Contractors	53	3.3	1.8	4.3	7.7	4.4	37
Fence	67	2.1	1.8	3.1	7.2	4.2	17
Floor Laying, Refinishing & Resurfacing	38	2.0	2.1	3.0	5.2	4.0	10
Florists-Retail	105	3.1	1.4	4.1	7.5	3.5	8
Garage Doors	48	3.4	1.5	4.4	16.8	4.4	31
Glass Auto Plate Window Etc.	71	3.7	1.4	4.7	8.6	5.5	23
Gutters & Downspouts	38	2.3	2.1	3.3	4.8	2.8	5
Heating Contractors	71	2.5	2.4	3.5	8.0	3.9	19

Heading	Call Ratios						
	Median Calls - Space	Display Calls vs. Space Only	Both Ads vs. Display only	Both Ads vs. Space Only	Typical Ad Size		Pairs
					Display(QC)	Space(HS)	
House Cleaning	38	1.8	2.3	2.8	3.1	2.3	7
Insurance	83	3.0	1.9	4.0	11.2	5.4	30
Kitchen Cabinets & Equip	16	2.1	1.8	3.1	5.7	3.3	6
Landscape Contractors	43	1.6	1.8	2.6	4.8	3.8	16
Lawn & Grounds Maintenance	67	2.3	1.7	3.3	4.1	1.4	10
Locks & Locksmiths	56	4.7	1.7	5.7	4.5	2.4	8
Movers	60	5.1	1.4	6.1	11.5	4.6	24
Nurseries Plants, Trees Etc. Retail	70	1.2	2.1	2.2	2.2	3.4	5
Optometrists, O.D.	35	4.6	1.5	5.6	4.6	2.5	8
Painting Contractors	28	2.3	1.8	3.3	6.3	3.4	12
Pest Control Services	29	3.6	1.7	4.6	12.1	4.7	36
Physicians & Surgeons	54	2.7	1.5	3.7	9.7	4.4	12
Plumbing Contractors	52	2.6	1.8	3.6	13.6	4.6	62
Plumbing Drains & Sewer Cleaning	68	3.8	1.3	4.8	6.4	7.0	5
Rental Service Stores	168	2.0	1.7	3.0	4.6	4.0	7
Roofing Contractors	36	3.1	1.9	4.1	9.0	4.1	38
Septic Tanks	104	1.3	1.9	2.3	8.6	5.5	8
Storage Household & Commercial	45	3.2	1.6	4.2	11.8	4.4	25
Towing - Auto	132	2.6	1.6	3.6	5.2	3.7	6
Transmission - Auto	87	1.5	2.7	2.5	2.7	4.0	7
Tree Service	32	3.3	1.6	4.3	3.3	2.7	7
Veterinarians	58	5.3	1.7	6.3	6.2	3.2	24
Windows	34	2.8	1.7	3.8	11.6	4.0	25