

## Directory Advertising: Are Print Yellow Pages Still a Good Investment?

The 3 most common questions about print Yellow Pages advertising

IN THE AGE OF IPADS, FACEBOOK, SMART PHONES AND YOUTUBE, some advertisers are questioning the value of print Yellow Pages (PYP). Marketers are tasked with ensuring they make the most out of every marketing dollar, so questioning the value of an older marketing vehicle like PYP is a valid question. Let's face it, with digital and social media on the rise, and countless blogs articles claiming Yellow Pages are dead, it's easy to dismiss Yellow Pages as a valuable part of the marketing mix.

We have found that advertisers who question the value of print Yellow Pages usually ask the same three questions:

- **Why should anyone continue to invest in a media that's in decline?**
- **With the rise of digital media, why does any one still use print Yellow Pages?**
- **Why should I spend as much on print Yellow Pages as I did last year?**

We explore these three questions in detail below.

### **Q. Why should anyone continue to invest in a media that's in decline?**

*A. Despite the decline, 48 million adults still turn to print Yellow Pages as their number one source of local business information.*

It's true. People are not using PYP as much as they use to. A study by the Local Search

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Association asked 8,000 participants about their media usage in the past year. The study used both phone and web-based surveys to gather results. The study showed that references to PYP declined 8.3% in 2010. The research also shows that despite the decline, there were still 11 billion references to PYP in 2010. The research also showed that 74% of adults (around 170 million) used PYP in the last year. That's still a lot of people using PYP.

The survey also asked where the participants turned first for local business information. The top two choices for adults 18 to 64 were search engines and Yellow Pages. As you would expect, the research shows younger adults prefer search as their primary source of local business information, while older adults prefer PYP.

What does this mean for advertisers? It means PYP still has its place in the marketing mix for advertisers that have a wide demographic target. As a bonus, you are reaching people that, in most cases, have higher disposable incomes than their younger counterparts.

### 2010 U.S. Consumer Sources Used to Find Local Businesses % of Respondents

	Used in the past month	Used in the past year
Search Engine	67%	76%
Yellow Pages*	62%	84%
Print Directories**	55%	78%
Print Yellow Pages	49%	74%
Store Circular/Email Promotion/Coupon	47%	68%
Print White Pages	36%	63%
Newspapers	36%	58%
Internet Yellow Pages	36%	57%
Internet Social Networks	23%	32%
Magazines	17%	33%

\*Print & Internet \*\*Print Yellow Pages & White Pages

Burke 2011 Local Media Tracking Study

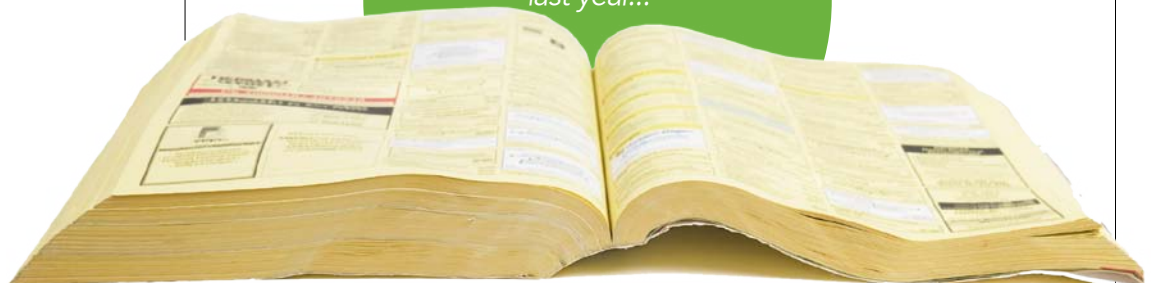
### 2010 U.S. Consumer Sources Used Most Often to Find Local Business Information (by age) % of Respondents

	18-24	25-34	35-54	55-64	65+
Search Engine	54%	51%	36%	27%	15%
Yellow Pages*	21%	25%	33%	36%	39%
Internet Yellow Pages	12%	15%	11%	7%	5%
Print Yellow Pages	9%	10%	22%	28%	34%
Newspaper	5%	4%	6%	10%	14%
Store Circular/Email Promotion/Coupon	7%	8%	10%	13%	16%
Magazine	2%	2%	2%	1%	1%
Internet Social Network	10%	6%	4%	2%	1%

\*Print & Internet

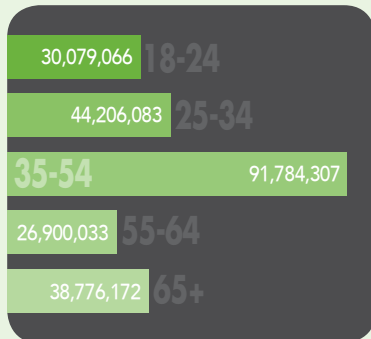
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*"...The research also showed that 74% of adults (around 170 million) used print Yellow Pages in the last year..."*

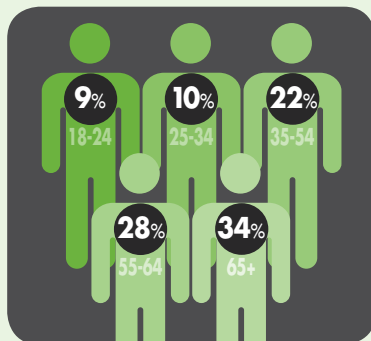


## U.S. Print Yellow Pages Usage

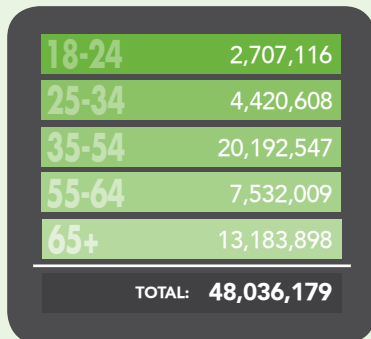
### Population by Age Group



### % Print As #1 Source



### Adults That Pick PYP As #1 Source



Looking at the percent of the U.S. population that ranked PYP as the number one source of local information shows that 48 million adults still turn to print Yellow Pages as their number one source of local business information.

### Q. With the rise of digital media, why would anyone still use the print Yellow Pages?

*A. Consumers continue to use print Yellow Pages because they are accurate, trustworthy, and convenient to use.*

With so many options to find local information, you may wonder why anyone still uses the book. The reason is PYP are viewed as being accurate, trustworthy, and convenient to use. They have a proven track record of giving people what they want when looking for local information - location, hours of operation, services offered, contact information, methods of payment, and the like.

### ACCURACY

The fact that people find the information in PYP more accurate than search is not surprising. Anyone that has conducted a local search via a search engine has had the experience of scanning the search results, only to be disappointed in the quality of the information presented.

Despite the best efforts of the search engines, much of the data comes from third parties sources that find it difficult to manage the listing details of millions of local businesses.

Why are PYP more accurate? They are accurate because the information comes directly from the businesses themselves, not a third party. Businesses advertising in PYP (and the agencies that support them) have a vested interest in ensuring the information is correct.

### TRUST

It's one of the basics of marketing. Consumers must trust your message in order for it to take hold. Before they can trust the message, they have to trust the medium.

So what exactly makes people trust PYP so much? To understand this, you first need to look at what trust is. Trust is a measure of confidence; a judgment call. It is based on experience and what is known about the object being judged.

People trust PYP because they have used them in the past and have first hand knowledge of the information being accurate and answering their needs. Familiarity also breeds trust, and people trust PYP because they are so familiar with them. Yellow Page directories have been part of people's lives for years. They are in our homes,

businesses, and in the night stands at the hotels we stay in.

Can you think of a time when you didn't have access to the Yellow Pages? It's ironic that the reason so many people question the value of PYP (it's an older medium) is also one of the reasons why people trust it so much.

#### EASE OF USE

No one is arguing search engines aren't easy to use, they are. However, sometimes opening up a Yellow Pages directory is just faster and more convenient than turning on a computer, pulling up a search engine, and wading through the search results.

Convenience is also a big factor. If you are in a household with kids, just trying to get time on the computer can be an issue. Trying to get the kids off Facebook so you can look for a plumber isn't always worth the hassle. Looking up information on mobile devices has its own challenges.

Likewise, trying to read detailed company information on a four-inch mobile device can be difficult for many people. That's where the book comes in. It's a convenient, easy-to-use resource.

#### Q. Why should I spend as much on print Yellow Pages as I did last year?

A. *For a majority of advertisers, an improving economy and less competition is driving higher calls counts.*

Before we can answer this question, we first need to look at what is happening with call counts.

Research shows call counts from PYP are up. A 2010 study by CRM Associates of 14,671 ads that appeared in 771 different directories found that calls increased three percent in 2009 and over 10% in 2010, increasing from 5.7 million calls in 2009 to 6.3 million calls in 2010. The research also showed 60% of advertisers saw an increase in calls in 2010 over 2009.

## How PYP Usage Stacks Up

So how does the audience of 48 million Yellow Pages users stack up against other popular forms of media?

- **2011 AMERICAN IDOL FINALE** 29.3 million viewers
- **GROUPON** 10.3 million monthly visitors
- **USA TODAY CIRCULATION** 1.8 million
- **TWITTER.COM** 30 million unique monthly visitors
- **FACEBOOK** 160 million unique monthly visitors

So the question becomes, does an advertising medium with 11 billion references and 48 million adults who use it as their primary source of local information still have a place in a national advertisers marketing mix? You bet!

### Finding Local Business Information: Print Yellow Pages vs. Search

USAGE CRITERIA	PRINT YELLOW PAGES	SEARCH
The source I trust most for finding local business information	45%	41%
The most accurate source for finding local business information	45%	39%
Easy to access and convenient for finding local business information	46%	39%

Burke 2011 Local Media Tracking Study

A Berry Network insurance client is seeing a 12% lift in calls in 2011 versus 2010. Another client that advertises in an auto repair heading is showing a 10% lift in calls in 2011 over 2010.

These numbers seem a bit suspect given the decline of overall references, so a closer look is needed. Consider how call counts are tallied. The process involves tracking the calls ads produce using remote call forwarding phone numbers. This allows accurate measurement of exactly how many calls a specific ad generates. This may provide some confidence on how the data is collected, but it still does not explain why call counts are increasing.

First, think about how consumers use Yellow Pages. It's always been a medium people use at the end of the buying process when they are ready to buy. They turn to the book when they have an immediate need to be filled. Why else would you pick

up and use a Yellow Pages book? When the economy slows down as it did in 2008, people have less money to spend, resulting in fewer calls. Conversely, as the economy improves and consumers have more money to spend, calls generated from Yellow Pages increase.

Second, as some businesses reduce their Yellow Pages advertising, a higher percentage of calls go to those businesses that are left and their share of voice and calls increase. The 48 million adults that look first to print Yellow Pages need to call someone. Fewer advertisers competing for the attention of these consumers

mean those that stay in the game are rewarded with more calls and more sales.

## A Final Word on the Value of Print Yellow Pages

DESPITE ALL THE RESEARCH, what truly matters are results. The chart below shows calls, revenue and cost-per-call from a few of our clients. The results are impressive. If conventional wisdom holds true and no one is using print Yellow Pages anymore, how could these results be possible? They wouldn't.

**Recent BNI Client Calls, Revenue & Cost-Per-Call Results<sup>x</sup>**

CLIENT	CALLS	REVENUE	COST PER CALL
A	1,485,764	\$ 82,905,631	\$ 4.52
B	807,726	\$ 46,040,360	\$13.56
C	478,983	\$ 48,856,249	\$16.74
D	926,763	\$ 69,257,032	\$ 5.92
<b>TOTALS:</b>	<b>3,699,236</b>	<b>\$247,059,272</b>	<b>\$ 8.43</b>



## Summary

IT'S EASY TO DISMISS PRINT YELLOW PAGES AS NOT BEING RELEVANT IN TODAY'S DIGITAL WORLD. Yes, print Yellow Pages are an older marketing medium. And yes, print Yellow Pages are being used less than they used to be. That doesn't mean Yellow Pages shouldn't have its place in an advertisers marketing mix. Despite the decline in usage, 48 million adults still turn to print Yellow Pages as their number one source of local business information. They do so because they believe Yellow Pages are accurate, trustworthy, and easy to use. As the economy improves, advertisers that continue to invest in Yellow Pages may see an increase in calls. print Yellow Pages haven't lost their value just because some people are no longer using them. Yellow Pages will only lose its value when marketers stop seeing a return on their ad dollars. For many smart marketers, that hasn't happened.

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## About Berry Network

Berry Network, Inc. is an advertising and marketing agency, and a wholly-owned subsidiary of AT&T. Headquartered in Dayton, Ohio, Berry Network supports over 400 regional and national clients with marketing programs designed to drive leads at the local level. Berry Network's award-winning portfolio continues to expand. Our advertising solutions currently include print Yellow Pages, Internet Yellow Pages, search engine marketing, mobile marketing, direct mail, and social media.

## Contact Us

To learn more about how Berry Network drives local leads, visit our website at [www.berrynetwork.com](http://www.berrynetwork.com) or contact us at 1-800-366-1264. You can also follow us on [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

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