



# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **CARPET & RUG CLEANING & RESTORATION**

The average display ad at the **CARPET & RUG CLEANING & RESTORATION** heading generates **157** calls annually



The average display ad at the **CARPET & RUG CLEANING & RESTORATION** heading generates **104** annual sales



The average display ad at the **CARPET & RUG CLEANING & RESTORATION** heading generates **\$18,291** in annual sales revenue



The Return on Investment for the average sale at the **CARPET & RUG CLEANING & RESTORATION** heading is **\$6.10** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **CARPET & RUG CLEANING & RESTORATION** heading, the advertiser needs to receive **73** calls annually.

