



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

FLORISTS-RETAIL

The average display ad at the **FLORISTS-RETAIL** heading generates 244 calls annually



The average display ad at the **FLORISTS-RETAIL** heading generates 133 annual sales

The average display ad at the **FLORISTS-RETAIL** heading generates \$17,592 in annual sales revenue



The Return on Investment for the average sale at the **FLORISTS-RETAIL** heading is \$7.90 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **FLORISTS-RETAIL** heading, the advertiser needs to receive 70 calls annually.

