



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

## **HOME IMPROVEMENT**

The average display ad at the **HOME IMPROVEMENT** heading generates 84 calls annually



The average display ad at the **HOME IMPROVEMENT** heading generates 36 annual sales

The average display ad at the **HOME IMPROVEMENT** heading generates \$114,934 in annual sales revenue



The Return on Investment for the average sale at the **HOME IMPROVEMENT** heading is \$52.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **HOME IMPROVEMENT** heading, the advertiser needs to receive 3 calls annually.

