

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

JEWELERS

The average display ad at the **JEWELERS** heading generates **152** calls annually



The average display ad at the JEWELERS heading generates 63 annual sales

The average display ad at the **JEWELERS** heading generates **\$56,699** in annual sales revenue





63

The Return on Investment for the average sale at the JEWELERS heading is \$38.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the JEWELERS heading, the advertiser needs to receive 8 calls annually.



STUDY COMMISSIONED BY THE ASSOCIATION OF DIRECTORY PUBLISHERS AND ANALYSIS PREPARED BY CRM ASSOCIATES