



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

## **MORTGAGES**

The average display ad at the **MORTGAGES** heading generates 89 calls annually



The average display ad at the **MORTGAGES** heading generates 51 annual sales

The average display ad at the **MORTGAGES** heading generates \$228,320 in annual sales revenue



The Return on Investment for the average sale at the **MORTGAGES** heading is \$92.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **MORTGAGES** heading, the advertiser needs to receive 2 calls annually.

