



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

## **PET GROOMING**

The average display ad at the **PET GROOMING** heading generates 238 calls annually



The average display ad at the **PET GROOMING** heading generates 124 annual sales



The average display ad at the **PET GROOMING** heading generates \$22,432 in annual sales revenue



The Return on Investment for the average sale at the **PET GROOMING** heading is \$16.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PET GROOMING** heading, the advertiser needs to receive 36 calls annually.

