

## Case Study

# D2C Marketing Campaign Performance with Memorable Toll-Free Numbers

## The Impact of Easily Recalled vs. Random Digits in Advertising Response Rates

**Background:** In an effort to improve the effectiveness of their advertising, a leading D2C healthcare marketplace company tested the difference in response rates for memorable toll-free numbers compared to randomly assigned numbers in a short-form TV advertising campaign.

### Test Format:

Short form A/B TV test  
Unique call tracking

### Test Duration:

2-week flight test on 10 stations

### Media Spend:

\$100-\$150k per week

### Random TFNs:

10

### Memorable TFNs:

10

### TV Stations:

10

### Test Results:

**9.75% Average Call Increase**  
Across all memorable TFN types\*

### Best Performing TFN Types

DATE TFN: + 10% increase

AABB TFN: +27% increase

### 10% Call Increase or More

Across higher-quality channels

### 6% Increase Average in Overall Calls

Across all tested channels

*\*Memorable toll-free number pattern types:  
ABAB & AABB, Date, Quad & Hundreds*

## Results: Evaluating the Impact of Memorable vs. Non-Memorable Toll-Free Numbers in D2C Advertising Campaigns

### Test Parameters:

- **Short Form A/B TV Test Duration:** A concise 2-week flight test was conducted to capture immediate responses and assess the impact of memorable vs. non-memorable toll-free numbers. Setup was A/B with equal spend and spot clearance.
- **Media Spend:** The budget ranged between \$100,000 and \$150,000 per week.
- **Company Type:** The study focused on a leading healthcare marketplace company, emphasizing the relevance of toll-free numbers in industries where consumer engagement is paramount.

### Test Execution:

- **Station Tested:** The campaign covered 10 diverse TV stations for a comprehensive evaluation across different demographics and audience segments.
- **Types of Toll-Free Numbers:** Various memorable toll-free numbers were tested against random toll-free numbers.

## Results

### High-Quality Stations = Even Higher Performance Boost:

The impact of memorable toll-free numbers was more pronounced in the company's top-quality stations, showing a 10% lift. This suggests that the memorability factor played a significant role in enhancing response rates, particularly in premium advertising spaces.

### Increase in Overall Unique Calls:

Memorable toll-free number formats demonstrated a notable 6% increase in unique calls across all tested channels, indicating a positive correlation between memorability and consumer response.

## Conclusion

Choosing memorable numbers is a strategic move to boost consumer engagement. The 10% lift in top-quality stations, and 6% increase in unique calls across all channels, underline the potential advantages to agencies and brands when incorporating memorable toll-free numbers in advertising.