

# RADIO case study

## Vanity Phone Number Dramatically Increases Response

### Background

- Dr. Stanley leads a team of weight loss consultants through a company formerly known as Nutrimost to help clients achieve their weight loss goals through a 40-day program that combines real, home-cooked food and all-natural, organic supplements.
- Weight-loss services is a highly competitive industry with a tremendous influx in web-based programs, causing confusion among consumers.
- As Dr. Stanley's advertising agency, Tipping Point was faced with the challenge of increasing the response to Dr. Stanley's ads in order to generate leads and new client acquisition.

### Objectives

- Increase the response rate of the client's advertising.
- Increase ROI from radio ad spend.
- Track response based on time of day and day of week.
- Monitor the effectiveness of the call-handling team at Nutrimost.

### Strategy

- The Tipping Point Agency partnered with Ignition to test an alternate vanity phone number to the current 844-322-THIN for its client.
- Ignition Toll-Free, a vanity phone number provider, licensed 1-800-IDEAL-YOU to Tipping Point's client and facilitated a radio test to drive response.



### Solutions

- Tipping point replaced the client's existing radio ads with ads featuring the phone number 1-800-IDEAL-YOU.
- Used a combination of on-air personalities, 15 and 30 second spots to promote 1-800-IDEAL-YOU.
- 15 second spots mentioned 1-800-IDEAL-YOU at least 3 times, while 30 and 60 second spots mentioned it 3-5 times.
- The goal was to make sure listeners heard the number at least once in the beginning, middle and end of the spot.
- Ignition set up call tracking and recording for Tipping Point and its client so that they could review when calls were coming in and how they were handled.
- Ignition created an Interactive Voice Response (IVR) system to help manage call traffic and ensure calls were answered efficiently to maximize sales and reduce or eliminate hold times.

### Results

- The campaign received 8 times as many calls with 1-800-IDEAL-YOU compared to the previous campaigns that featured 844-322-THIN or a website.
- Systems were implemented to ensure calls were handled correctly.
- Dr. Stanley changed the name of his practice from NutriMost to Ideal You to match the number he received from Ignition.
- The 1-800-IDEAL-YOU vanity number drove online search as a result of the radio commercials.