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.

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.

For more information contact Tammy Greenberg, SVP Business Development, tgreenberg@rab.com