



4 Questions to Ask Before Choosing the Perfect Vanity Number

You know you would benefit from using a vanity number for your business – now ask yourself a few questions before determining which number you want.

Do you make important business decisions on the fly?

Probably not.

Just like with any business or financial decision, you must first plan accordingly before moving forward with any key choices. Well, this is important when considering a new vanity number as well.

Are you ready to choose a vanity number for your business?

Before following through, here are some vital questions to ask yourself and set your expectations before deciding on the perfect vanity number for your business or next campaign.

1 How much am I willing to spend?

Vanity numbers are an added expense – but they can bring in more calls to your business. Prices vary depending on the coverage you want (statewide or nationwide), the commonality of the word you are looking for, and the prefix you choose.

Common words are more expensive since they are more sought after – especially number combinations that spell more than one word or phrase. Set a price range; this will help you narrow your choices.

2 What word(s) do I want?

Now that you know how much you are willing to spend, what word or phrases are you looking for in your vanity number? Remember, if you want something popular such as “BUY-CARS” or “PLUMBER,” a low monthly budget probably isn’t going to be reasonable.

Also, take a look at the number of letters in the word or phrase that you want. Ideally, you want at close to 7 letters so that you won’t need many numbers in front of or behind the word, and no more than 10 –it gets excessive and unnecessary to dial (and also harder for consumers to remember).

3 Is a repeater number a better option for me?

If you aren’t quite sure if you want or need a word, or perhaps cost is an issue, then a repeater number might be the choice you are looking for!

Repeater numbers have a repetitive, easy-to-remember pattern. Some examples may be numbers like XXX-333-5555 or XXX-225-2525.

Again, repeater numbers have some options that are higher quality than others – the easier to remember, the more sought after it is! Make sure to have some parameters when requesting a repeater number, since the options are almost endless!

4 Do I care what the prefix is?

Another factor is the different prefix options that are available. True vanity numbers are toll-free, and have a few different prefixes to choose from:

• 800 • 877 • 855 • 833
• 888 • 866 • 844

Most people are familiar with 1-800 vanity numbers since they are the oldest option out there. But yes, other options do exist! Some businesses may prefer the 800 since it is more recognizable, though others may want to choose an 833 prefix since it is the newest of the bunch. Not sure what that means for you? We’ve talked about the benefits of using a newer prefix, such as getting a cleaner number, [here](#).

Now you are ready – what else are you waiting for?! **[Search for available vanity options here](#)** or call to speak to a vanity representative now by calling 855-GOT-VANITY.