



# How Do Your Customers Neurologically Remember a Vanity Number?

## Awareness



### Types of Vanity Numbers

Vanity Numbers are mnemonic, enabling customers to dial from memory easily.

#### 877-CALLSOURCE

##### The Prefix (800, 877, 833, etc)

- All Vanity Numbers begin with an easy-to-remember toll-free prefix.
- Selection of a Vanity Number is dependent on the availability of that number and prefix.

##### Phone Words (877-CALLSOURCE, 800-FLOWERS, etc)

- A single numeric combination can spell multiple words.
- Competition for relevant words may get stiff - the first company to obtain a certain number has a permanent advantage.
- If a number is not available nationwide, it may still be available in your local area. Shared Use Numbers are regional numbers.

##### Repeaters (888-888-8888, 800-555-4444, etc)

- The more repetition, the less effort it requires for consumers to memorize the whole number.

## Recall & Memory



### Primary

Vanity Numbers help customers be aware of your brand and how to reach you.

#### Rehearsal into Memory

Regular phone numbers include random groupings of numbers—which are much harder to remember, especially in our immediate memory. *“Beyond 6 digits, performance [of memory to recall a specific phone number] is dependent upon multiple repetitions to get a number correct.”* – (Raanaas 2017)

*“Consumers experience priming caused by unconscious memory and build a more favorable attitude toward the advertised brand regardless of the levels of attention they paid to the advertisements.”* – (Yoo 2008)

## Consideration Set



### Decision Making

Customers make decisions based on their consideration set.

#### Transfer & Retrieval of Brands

*An advertised brand needs to be seen and remembered to be considered by a client.* – (Yoo 2008)

*“Consumers might develop an unconscious affinity for a certain brand despite not knowing specific facts about it.”* – (Schrock 2007)

*Vanity Numbers make it easier to establish brand recognition and exposure to consumers.*

Speak to a Specialist » 855-GOT-VANITY

<sup>1</sup> Magnussen, Svein, (1997). Micro-position effects in visual short-term memory. *Scandinavian Journal of Psychology*, 38(2), 139–142.  
<sup>2</sup> Raanaas 2017, Ruth & Nordby, Knut & Magnussen, Svein. (2017). The Expanding Telephone Number: Immediate Memory for Multiple-digit Numbers.  
<sup>3</sup> Schrock 2007, Andrew. "How Ads Affect Our Memory." <https://www.technologyreview.com>, 21 Aug. 2007, [www.technologyreview.com/s/408539/how-ads-affect-our-memory/How+Ads+Affect+Our+Memory](https://www.technologyreview.com/s/408539/how-ads-affect-our-memory/How+Ads+Affect+Our+Memory).  
<sup>4</sup> Yoo 2008, C. Y. (2008). Unconscious processing of Web advertising: Effects on implicit memory, attitude toward the brand, and consideration set. *J. Interactive Mark.*, 22: 2–18. doi:10.1002/dir.20110.