



Challenge

Yell's advertising rates were previously only available in print. We were briefed to find and create the most effective way of publishing advertising rates for all Yell products online.

Response

We developed an online rates portal that allows advertisers to find any rate, for any product, within any area, at any time, for every ad type – within 3 clicks. Advertisers can also view technical specifications, advertising policies and the different ad types available. Online rates is the basis of a portal strategy to deliver relevant information to prospects and advertisers, which will help them make an informed decision about Yell advertising opportunities.

Result

With 11,000 monthly visits, the Yell rates online website has doubled its usage year on year* and is an integral element in the development of an online advertising portal strategy.

* Based on the same 3 month period 2005-06

“ Can I just say that it has been a real pleasure to have worked with you on this project, you clearly understood the initial brief and repeat amends thereafter. I have been really pleased with the way that you have stayed so positive and flexible through-out the course of the project, meeting requirements accurately and promptly as and when they arose. Look forward to working with you in the future, thank you again. ”

Karam Pentland
Sales Information Group Manager, Yell