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A Clear Connection for Telecommunications

WhitePages is the leading online destination for contact information today. We help advertisers reach people who are on a mission to connect, which is why the majority of telecommunications providers out there today are some of our longstanding and top-performing partners.

Our partners



In-market for telecommunications

Adults who shopped online (last month) for:

High speed internet access
12.8% Reach | Index 181

Telephone services (not cell phone)
12.7% Reach | Index 179

Cell phones/services
12.6% Reach | Index 178

Movers likely to switch

Adults buying their 1st home who shopped online (last month) for:

Telephone services (not cell phone)
16.8% Reach | Index 237

High speed internet access
14.6% Reach | Index 206

B2B

Business decision-makers for:

Telephone services
10.7% Reach | Index 151

Internet access/site hosting
12% Reach | Index 169

Source: Nielsen Netratings @Plan, Release 4 2010

Tools for targeting

- **Business search contextual:** Real-time category targeting to people searching for telecommunications services
- **Business search behavioral:** Retarget people who have searched for ISP's, cable, telephone, cell-phone or moving services
- **Syndicated behavioral:** Retarget people on WhitePages by their previous web-surfing for telecommunications
- **Demographic:** Gender, Age, HH Income, HH w/Kids, College Educated, Cell Carrier
- **Geo:** High reach in your select markets (country down to zip code)
- **@Work:** Industry (SIC), Fortune Rank, Domain, Day-Part, Syndicated Business Decision-Makers, Bizographics
- **Internet:** Connection speed, ISP domain name