



# evolving toll-free services for e-commerce

## why toll-free still gets results

A half century after they debuted, toll-free numbers remain as popular as ever. More than 40 million are currently in use by businesses, colleges and other organizations.

Vanity toll-free numbers, such as 1-800-FLOWERS and 1-800-PLUMBER, drive business by being easier to remember. In fact, one study found that vanity toll-free numbers have a 75% higher recall rate than randomly assigned toll-free numbers, along with a 57% higher recall than URLs.

Toll-free numbers are a convenient way to track the reach and effectiveness of multi-channel or national marketing campaigns. Businesses can assign one number to web banner ads, another to social media and a third to print advertising, or use a separate number for each region, state or city in a nationwide campaign. By tracking the response rates for each one, businesses can understand which marketing channels and campaigns are most effective and gain insight about where to get the most bang for their buck.

As a portable numbering solution, businesses that outsource their call center operations provides flexibility to take advantage of lower fees from other service providers.

## who uses TruReach Toll-Free 8MS?



## about iconectiv

Your business and your customers need to confidently access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services, digital identity and numbering intelligence helps you do just that. In fact, more than 5K customers rely on our data exchange platforms each day to keep their networks, devices and applications connected and 2B consumers and businesses protected. Our cloud-based information as a service network and operations management and numbering solutions span trusted communications, digital identity management and fraud prevention. iconectiv UK Limited is a direct subsidiary of iconectiv. For more information, visit [www.iconectiv.com](http://www.iconectiv.com) Follow us on X and LinkedIn.

## make the connection

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## mastering toll-free's nuances

Like any other telecom resource, toll-free numbers must be carefully managed to maximize their business value and minimize their overhead costs. Businesses need a streamlined way to reserve, activate, port toll-free numbers and make updates to the national toll-free number registry, while also identifying and implementing least-cost routes.

Reliability is also key: when there's an outage, businesses need to quickly reroute their traffic to ensure customers can still reach them. Without scalability, potential customers might not be able to get through, resulting in lost sales and revenue. For example, multi-carrier routing aids in business continuity by switching providers when one has a weather-related outage or unexpected traffic spikes.

All of these capabilities need to be integrated and automated within the organization's existing infrastructure. Provisioning and activating numbers, identifying and implementing least-cost routes and emergency rerouting all can be automated through TruReach Toll-Free 8MS to save time and money.

## how to get started

Like any other telecom resource, toll-free numbers must be carefully managed to maximize their business value and minimize their overhead costs. TruReach Toll-Free 8MS provides an intuitive graphical user interface and automation tools streamline tasks such as mining the Toll-Free Number Registry database and the Toll-Free 8MS historical toll-free number archive for business intelligence insights.