IMS/Simba have been analyzing the yellow pages world for decades and has witnessed and reported on a number of powerful developments and trends.

Among them:

- The yellow pages industry has grown from a $12 billion a year industry to $16 billion and then dropped back down into the $12 billion range where it is now stabilizing;
- The telco segment dominated the industry in the mid 1990s but now faces 50-50 parity with the competitive independents as they segment stronger and stronger;
- The Internet came into being and its search engines challenged the yellow pages industry and at the same time became a powerful addition to the yellow pages publishers’ offerings to its clients.

But in all the activity of the industry, in all the ups and downs, in all the good times and the bad, there is one dominant consistency in the yellow pages world:

The yellow pages industry brings buyers and sellers together and at the time of purchase. When a prospective customer clicks on that local IYP site or opens a yellow book, they need a problem solved or an opportunity answered … and they are willing to pay for it.

No advertiser can afford to not be there when the buyer is ready. Savvy marketers include a yellow pages buy in their media mix, because it all comes together in the yellow pages. And, like a fumble in the red zone, it can all be lost by a single misstep at the last moment.

Jennifer Goddard, CEO, IMS Local Search Authority / Simba Yellow Pages
David Goddard, executive vice president, IMS Local Search Authority / Simba Yellow Pages