

**Q1: What kind of marketing numbers does Crimson Technology provide?**

We provide all the marketing numbers that are available on the market now including 0800/0870/0871/0905/0906 numbers.

**Q2: What's the advantage of using marketing numbers?**

It gives you a national rather than local presence - making your business look bigger than it is.

The same marketing number can follow you to anywhere in the UK - you do not need to change your contact number even if you move your premises. This is a huge saving on re-printing headed paper and business cards, also ensuring no orders will be missed during the move.

Some of the marketing numbers (e.g. 0870/0871/0906) give you a rebate commission on each of your incoming calls - giving you an extra income for your business.

Gives you the ability to track your marketing campaigns - by assigning different marketing numbers to different promotional activities you'd be able to measure the effectiveness of your marketing campaigns and therefore alter your marketing strategy next time to maximise the effectiveness.

For example, you've decided to advertise your products on Newspaper A & Magazine B. You can provide two different 0871 numbers on these 2 different promotional channels and from the monthly report you receive from Crimson Technology you'd be able to know which one is more effective (receive more sales calls than the other).

**Q3: Does marketing number replace my existing BT number?**

No. Your existing BT number will be retained - both numbers can work at the same time. That means, if someone is not aware of your new marketing number and still calling you on your BT number, the call will still get through to you. However please note that you will not receive any commission if the call does not get through from your marketing number.

**Q4: How much do I need to pay to set-up a number?**

FREE! Crimson Technology do not charge any sign-up fee.

**Q5: How much is the monthly rental?**

FREE! Crimson Technology do not charge any rental fee.

**Q6: How often do I get the call traffic report from you?**

EVERY MONTH!

**Q7: How can I sign-up a marketing number?**

Please contact using one of the methods below.

## Marketing Number Pricing

### National-Rated Number - 0870 Numbers

Callers will be charged around 6.3p/min to 8.9p/min depending on their service provider  
48 working hours provision lead time

	BT Charges	CT Charges
0870 Connection Fee	£325	FREE
0870 Rental Fee	£50/quarter	FREE
Changes to 0870 number	£25	FREE
Changes to terminating number	£25	FREE

\*BT prices above are based on published rates on [www.bt.co.uk](http://www.bt.co.uk) in February 2004

	Peak	Off Peak	Weekend
BT Rebate Commission to Enduser	1.5p/min	0.25p/min	0p/min
CT Rebate Commission to Enduser	1.5p/min	0.5p/min	0p/min

### Fixed National-Rated Number - 0871 Numbers

Callers will be charged 10p/min fixed rate  
48 working hours provision lead time

	Peak	Off Peak	Weekend
BT Rebate Commission to Enduser	Not Available	Not Available	Not Available
CT Rebate Commission to Enduser	2.0p/min	2.0p/min	1.0p/min

### Local-Rated Number - 0845 Numbers

Callers will be charged at low-call rate (around 3.5p/min to 4.5p/min)  
48 working hours provision lead time

	Peak	Off Peak	Weekend
BT Charges to Enduser	3.50p/min	3.50p/min	3.50p/min
CT Charges to Enduser	1.50p/min	1.50p/min	1.50p/min