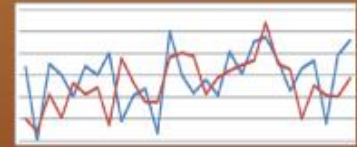


DRTV + SEM: PERFECT TOGETHER

DRTV
+
SEM

SEM SALES MIRROR DRTV MEDIA SPEND



Actual Results During DRTV Campaign:

- Daily search imp. increased by 1,230%.
- Click rate increased by 58%.
- Clicks increased by 2,006%.

DRTV: \$150 billion market size

53% of online consumers say TV ads influenced product purchasing

31% of Americans own 4+ TV sets

Average U.S. person watches TV 4 hours and 20 minutes per day

70% of Americans have ordered from an infomercial at least once

64% of consumers will finish watching up to a 30-minute commercial video like an infomercial

SEARCH: \$14.5 billion market size

91% use a search engine

71% buy products online

870,000 searches/month on "As Seen On TV," infomercials, etc.

29% shop online while watching TV

Average U.S. person spends two hours and 35 minutes online per day

300,000 to 2.2 million searches/month on DRTV product names

AT THE ROOT OF IT ALL

88% of U.S. Tablet Owners, 86% of U.S. SmartPhone Owners and 60% of Computer Owners Use Their Devices While They Watch TV

A slew of recent data now confirms what acquirgy has known for the last 10 years, that there is a very close symbiotic relationship between DRTV and SEM. And that “match” is becoming more and more important as tablets and smart phones are ever present as consumers watch TV. Key stats that have a direct bearing on the DRTV/SEM relationship are:

- 88% of U.S. tablet owners use them while watching TV
- 86% of U.S. smart phone owners use them while watching TV
- 60% of U.S. computer owners use them while watching TV

With laptops, tablets and smart phones in hand and the TV on, consumers are responding to infomercials and one minute commercials in real-time by a combination of search, social networking, email and visiting web sites. They can not only order faster, but also check out reviews, ratings and comments by other buyers.

We have tracked the effectiveness of DRTV campaigns with a paid search component for the better part of a decade. The conclusion is that while DRTV by itself can be successful, and search by itself can be successful, the two combined in a strategic manner and with accurate tracking can be a blockbuster situation.

Despite opinions to the contrary, watching TV on traditional sets is not going away. In fact, daily TV viewership is at an all-time high – four hours and 20 minutes per consumer. We watch TV for entertainment of all sorts, and the richness of video and sound just can't be captured to the same degree on smaller screens.

We marry a robust search campaign for almost all of our clients, because we know that some percentage of consumers will respond to an infomercial by typing in company name, product name or buzzwords they heard during the show into Google. For that reason, you need to be present on search or potentially lose customers to competitors.

Here is a section from our eBook **DRTV Derailers** that addresses this very issue.



DRTV Derailer #4

Lack of a Robust SEM Program

Instead of calling your 800# or going to the web URL on the TV screen, more and more consumers simply type your company or product name into Google. This is an issue.

There is a lot of evidence that consumers search on company name, product name and keywords they've heard or seen in an infomercial or short-form as the means by which they respond. For whatever reason, they are typing in these words into Google, Bing or another engine instead of calling the 800# or typing in the URL on the screen.

While this may seem like a minor thing on the surface, the impact can be very dramatic. When a consumer enters a keyword as a means of responding to your commercial, he/she is then presented with a web page featuring anywhere from 10 to 20 search results. These results include both organic (SEO) listings and paid (SEM) ads.

The consumer now is faced with **choosing** between all the listings, and as a result, your paid search listing:

- Must be present
- Must be better than other companies bidding on the same words
- Must have a strong call-to-action
- Must have a solid tracking system (next section, #5)

If you do not have a strong paid search program, here is what is likely to happen. As more and more consumers respond via search, and wind up going to competitor sites, you will lose business and perhaps not even understand why. You may even be forced to cancel media placements that are actually working when you take into account responses via search. This has become a major problem for DRTV advertisers, even when they have a SEM program.



Lack of a Robust SEM Program Bridge Over Disaster

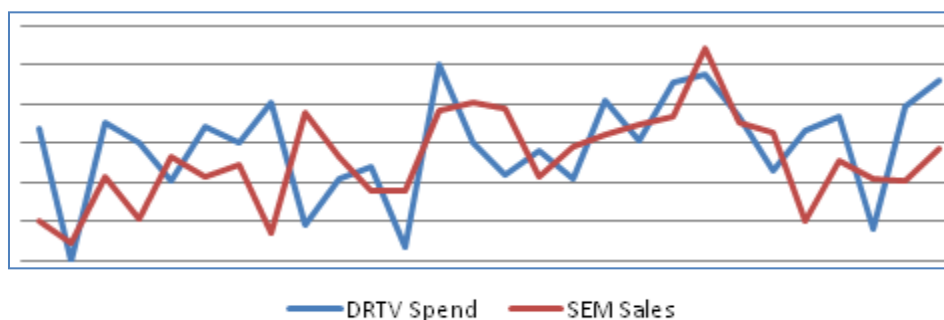
A comprehensive SEM program is a must, not an option. And the in-house people or agency that runs it must be in sync with others in your company.

A stellar paid search program that is totally in sync with your DRTV production and media placements will have several elements, all working in harmony, to get maximum value from “DRTV-driven search.” They include:

- **Communications:** Get your search people and media people talking. They need to share information, schedules, etc. as the goal is to get the most accurate snapshot of how the DRTV is working, which is a combination of phone, web and DRTV-driven search orders.
- **Copy Consistency:** By reflecting an offer and verbiage used in a DRTV spot on your website and search copy, you provide a consistency that resonates with the consumer. Once they recognize your copy, they are more likely to click through to your DRTV site.

- Copy Testing: DRTV spots generally leverage multiple USPs for a product. Testing each selling point against each other in A/B split tests informs the advertiser of what the consumer's perceived value is regarding the product.
- Offline/Online Budget Parallels: By ensuring that your digital budget is elevated to meet the offline flying schedule, you make sure that you maximize the amount of relevant traffic coming through to your DRTV site.
- Landing Page Testing: If more than one commercial is being run with multiple offers, make sure to create landing pages for each offer. Testing the pages in an even serving rotation will let you know what converts more effectively on the back end.
- Keyword Development: Make sure a thorough list of buzz words exhibited in the DTRV spots are included in your bidding strategy (aside from the product or infomercial names themselves), as consumers may be prompted to search a phrase or word they remember from the spot. Have your search team review the actual script and finished commercial to create this list.

If you need proof of the impact of DRTV on search, and hence the need for a well thought-out paid search strategy, this is a graph showing actual client data.



This graph clearly shows that sales made via paid search closely mirrors DRTV media spend. In this particular program, once the DRTV campaign started, daily search impressions increased by 1,230%, the click rate increased by 58% and clicks increased by 2,006%. Proof positive that paid search and DRTV go hand-in-hand!



Additional Information

In our almost 30 years creating DRTV campaigns and 16 online, we've learned a lot. Here are selected thought leadership pieces that are relevant to the topics in this eBook. Visit our IntelCenter (<http://DD27.acquirgy.net>) for dozens more.



Cover story in Response Magazine for our client Hoover:

<http://DD71.acquirgy.net>

Is Your Online Shopping Cart Killing a Great DRTV Program?

<http://DD51.acquirgy.net>

The Effect of DRTV on Search Engine Marketing

<http://DD52.acquirgy.net>

The 7-7-7 Plan for DRTV Advertisers: 21 Clever Ways to Use Video on Your Website to Increase Conversions

Part I: <http://DD53.acquirgy.net> | Part II: <http://DD54.acquirgy.net> | Part III: <http://DD55.acquirgy.net>

How Direct Response TV “Raises All Boats”

<http://DD56.acquirgy.net>

Tracking DRTV Orders Leads to Smarter Media Placements

<http://DD57.acquirgy.net>

It’s Time to Change Your DRTV Mindset

<http://DD58.acquirgy.net>

Are Excessive Shipping Costs Costing You Sales?

<http://DD59.acquirgy.net>

Are You Paying for Consumers Who Go to Competitors’ Web Sites?

<http://DD61.acquirgy.net>

Are You Aware of This Little Known, But Critical Advertising Metric?

<http://DD62.acquirgy.net>

5 Reasons Why DRTV Is, and Always Will Be, the Most Dominant DR Medium

<http://DD63.acquirgy.net>

86% of Americans Say TV Advertising Still Has the Most Impact on Their Buying Decisions

<http://DD64.acquirgy.net>

Case Summaries

- eDiets: <http://DD65.acquirgy.net>
- ICON Fitness: <http://DD66.acquirgy.net>
- Intuit: <http://DD67.acquirgy.net>
- Western Union: <http://DD68.acquirgy.net>

Questions or Comments on This eBook?

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To Learn More About How We Grow Our Clients' Businesses:

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About DRTV Lab

Our DRTV Lab is behind our industry-leading success rate, and can help you determine if your product or service is destined for greatness or isn't right for DRTV.

The experts in our lab analyze dozens of aspects of any product or service to determine if it's feasible to promote it using DRTV. This audit helps you understand why your product or service is a good or bad candidate, and what it will take to dramatically increase the chances for success. A few of the many factors analyzed are market potential, multi-channel opportunity, margin, DRTV criteria score and more.



The DRTV Lab output is a blueprint for success, giving you the ability to understand what it will take to use DRTV to sell product or services in a ROI-positive scenario. On the flip side, it will prevent you from wasting hundreds of thousands of dollars on DRTV campaigns that probably won't work.

About iFactz

Our proprietary iFactz technology will prevent you from cancelling profitable DRTV media placements and dramatically enhance the ability to optimize DRTV campaigns.

This DRTV-to-web technology gives you the ability to combine phone orders with web orders driven by DRTV to get the truest picture of DRTV effectiveness. In continuous use since 2003, tens of millions of web actions have been tracked.



It's a special technology because many DRTV media placements are often cancelled because they *appear* to be unprofitable, but when iFactz is deployed and tracks offline-to-online activity, many of these placements are actually profitable. It prevents you from cancelling winning placements.

About Pinpointer

We combine traditional search, social, display, mobile and other digital platforms to identify consumers searching for products and services who are ready to buy.

As the digital marketing landscape continues to evolve, consumers in various stages of the purchase cycle can be found everywhere – via paid and organic search, on social media sites, checking out videos on YouTube and numerous other venues. Finding consumers who are ready to buy or want more information, wherever they may be, is behind the “Pinpointer” program that identifies consumers and provides relevant messages to them, regardless of where they are at the time.

About the Acquirgy “Customer Acquisition IntelCenter”

Get your head around acquiring customers in the digital age with valuable and important content written by experts who have produced tens of millions of customers worth billions in revenue, offline for 30+ years and online since 1996. Major areas of the IntelCenter include “Nuts & Bolts” (Green Papers, Executive Briefs), “Millions & Billions” (Cases, Testimonials), “Winner’s Circle” (Creative That Sells), “Points of View” (Key Stat Analyses, In the Trenches, Blog) and “News & Milestones” (New Clients/People,

Published Content). Get your share of important acquisition intelligence at:
<http://DD69.acquirgy.net>

About Acquirgy

Acquirgy (www.acquirgy.com) is an Acquisition Marketing Agency developing and executing accountable marketing programs driven by immediate and measurable response metrics across all digital and traditional platforms. Proprietary tracking systems integrate all transactional media, logistic and response data from all platforms to optimize client profitability.