

CUSTOMER ACQUISITION

IntelCenter

Proven Intelligence to Help You Acquire
Large Volumes of New Customers Profitably

Ninja[®] Master Prep DRTV

Background

Euro-Pro[®] is one of the world's largest manufacturers of home appliances, including vacuums, sweepers and sewing machines. They approached us with a revolutionary new food processor and a desire to establish a major player in an existing category.

Situation

Acquirgy was engaged to develop long-form infomercials to introduce the product and support retail sales.

Take-Away

Using DRTV to establish a new line of products.



Solution

We developed and implemented a winning infomercial and search marketing campaign. The success of the first Ninja Master Prep food processor spurred the client to expand the line of Ninja products.

Results

Millions of units sold at retail and 20,000+ via SEM.

What We Learned and How it Benefits Other Clients

The right combination of production education, demonstrations, creative and offer almost always works and can be replicated across many different product categories.

More Content That Might Interest You:

- ICON Fitness case summary at: <http://V4C.acquirgy.net>
- Rhino Linings case summary at: <http://V4D.acquirgy.net>

Questions or Comments on This Case Study?

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

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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://www.acquirgy.com/intel>.

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.