

OBJECTIVE | SOLUTION FOR PROFITABLE RESULTS

- Target segments A45+ and A65+
- Drive efficient front-end response at volume
- Track back-end conversion metrics

STRATEGY | INTEGRATED APPROACH TO DRTV

- Developed comprehensive offering for cohesion between creative, media, data, and technology.
- Incorporated performance-based component with fixed 'cost per qualified response' to drive further efficiency, in conjunction with planned media schedules.
- Leveraged strengths of DRTV:
 - Accountability: Real-time tracking and actionable data
 - Efficiency: Strategic media selection
 - Flexibility: Data-driven optimizations to improve ROI

OUTCOME | GENERATING EFFICIENT RESPONSE WHILE EXPANDING MEDIA FOOTPRINT

- Doubled revenue each year for first three years, with TV investment growing 8x cumulatively.
- Full integration and management of data between ProMedia and all call centers directly.



CREATIVE

Produced top-performing DRTV assets, which continue to air as "control" creative.

- Complete creative offering includes concepts, development, production, post-production, and distribution.



MEDIA

Planned and activated national/local media buys through amalgamation of historical data, research, proprietary AI, negotiations, identified new media opportunities, and maintained ongoing pipeline of testing.



DATA & TECHNOLOGY

Integrated client-specific data using ProMedia proprietary ad technology.

- Deployed telephony services, including routing, call recording, tracking.
- Provided in-flight forecasting and developed unique algorithm to inform call handling efforts/sales projections.
- Implemented custom reporting process, dashboard, outputs, and maturation model for enhanced ROI analysis.

LATEST CAMPAIGN UPDATE

Developed new proprietary audience measurement solution for reporting, planning, and research.

- ProMedia heavily invested in the new currency for audience measurement as the media landscape continues to evolve.
- While on the cutting edge of this industry change, ProMedia will continue to enhance reporting.