

#### OBJECTIVE | SOLUTION FOR PROFITABLE RESULTS

- Target segments A45+ and A65+
- Drive efficient frontend response volume
- Track backend conversion metrics

#### STRATEGY | INTEGRATED APPROACH TO DRTV

1. Developed comprehensive offering for cohesion between creative, media, data, and technology.
2. Incorporated performance-based component with fixed 'cost per qualified response' to drive further efficiency, in conjunction with planned media schedules.
3. 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

- Improved cost per unique call by 28% and cost per qualified response by 18% since start of this year.
- TV investment had growth factor of 8x, with cost per unique call growing by factor of 2x and cost per qualified response by a factor of 4x
- Doubled billable call volume and revenue each year for first three years



#### 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 is 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.