

Background:

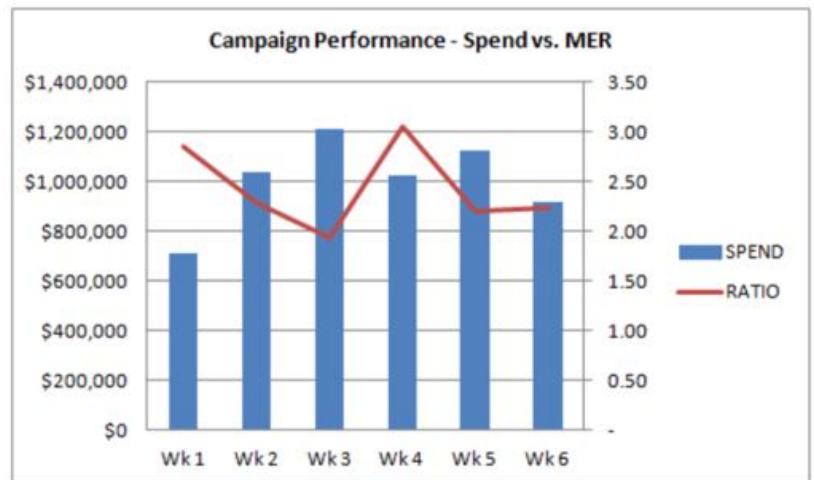
Having just launched an e-commerce site that features a wide variety of products at all price points; ranging from apparel, pet items, art, and even gadgets, the client wanted to increase both brand exposure and unique visitor traffic that would ultimately lead to sales growth. While the site offered unique products that were high on design and far below their retail price, they were launching into a crowded marketplace of websites that had a similar format. They wanted to use DRTV as a way to generate awareness above the noise of their competition.

What we did:

We created a DRTV strategy that utilized a short-form creative that would cost effectively drive web traffic and sales. Our plan was designed to generate 600 TRPs within the key demographic of women 25-54 while maintaining the KPI of a MER greater than 1.5. We focused on high reach national cable station dayparts to generate a maximum amount of exposure and timed the campaign around the holiday season to capitalize on the large amount of disposable income spent at this time of year. Our 6 week media blitz had high media expenditures to maximize audience delivery in a short period of time.

Results:

Overall, the campaign produced a 25% higher MER than our KPI of 1.5. Even better, the website had a 25% lift in the number of new registrants to the site. These new registrants gave our client to do more than just generate immediate sales, it established a long term customer base that could be re-marketed to and propel the long term success of their business.



MER for our media campaign was above the established goal.



Brand enhancing DRTV
that drives results.