



# **Stepping Into Direct Response (Actual Success Story)**



# Stepping into Direct Response

**Client: Multi Million \$ Hotel & Casino Property**

## *MEDIA*

**They Had:**

**Traditional**

Media planning was done on reach / frequency according to audience demographics

**Direct Response**

Direct response media planning according to channels that will generate leads

## *CREATIVE*

**Brand Driven**

Client had existing Creative developed to build awareness

**DR Driven**

Develop a new Creative that communicates benefits and has a call to action

## *MEASUREMENT*

**GRP's**

Sales and leads were not tracked to any given medium

**Cost Per Lead (CPL)**

Immediate and measurable cost per lead

**ARM Recommended:**



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*MEDIA*

*CREATIVE*

*MEASUREMENT*

They had

Traditional

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Plan

1)

Direct Response media planning, BUT client preferred certain media channels

We added a 1-800 number to client's existing commercial (very small at first)

CPL's & GRP's



# Plan 1's Results

**Weekly Report**  
Report Dates: 02/28/00 to 03/26/00

UN-SOURCED  
Station - Gross

Media TV: Television  
Client: Multi-Million \$ Hotel and Casino Property  
Product: DRTA  
Campaign: 2000  
Access:   
Page 1  
Date: 11/13/01

Week	Spots	Lead	Cost Per Lead
<b>Market: Ca</b>			
<b>Station: B</b>			
2/28/00 077-	20 NR-7L27	\$ 1,031	47%
3/6/00 877	20 NR-7E27	\$ 3,318	32%
3/13/00 877-	20 NR-7E27	\$ -	1%
3/20/00 877-	20 NR-7E27	\$ 1,937	7%
<b>Station Totals: \$ 7,236 \$ 7,236 100% 24 27 \$ 268.00</b>			
<b>Station: CNN</b>			
2/28/00 077-	20 NR-7L27	\$ 3,771	77%
3/6/00 877	20 NR-7E27	\$ 11,975	23%
3/13/00 077-	20 NR-7L27	\$ -	1%
3/20/00 877-	20 NR-7E27	\$ -	1%
<b>Station Totals: \$ 15,746 \$ 15,746 100% 16 \$ 3 \$ 19,472.00</b>			
<b>Station: Fox Nex Channel</b>			
3/6/00 877-	20 NR-7E27	\$ 5,762	24%
3/6/00 877	20 NR-7E27	\$ 5,762	33%
3/13/00 077-	20 NR-7L27	\$ -	1%
3/20/00 877	20 NR-7E27	\$ 1,836	3%
<b>Station Totals: \$ 11,524 \$ 11,524 100% 42 \$ 31 \$ 371.74</b>			

Client recommended **CNN, A&E and MSNBC**. Also, they did not want any dayparts past 12:00 am

The Cost Per Lead results were not favorable

**CPL**

**\$19,000**

**\$6,000**



# Plan 1's Results

Media TV		Television		UNSOURCED	
Client	Multi-Million \$ Hotel and Casino Property	Report Dates:	02/28/00 to 03/26/00	Station Gross	
Product				DRIA	
Campaign	2000			Page 2	
Access	Y2K			Date:	11/13/01

**The campaign's Total Cost Per Lead (CPL) was \$218, but...**

Week	Phone N	Spots	Lead	Cost Per Lead				
<b>Station: Lifetime</b>								
2/28/00	877-	ZDNR-7827	\$ -	\$ -	0%	-	0	\$ -
3/1/00	077-	ZDNR-7027	\$ 14,390	\$ 10,200	70%	7	10	\$ 571.20

Client's Media Rec	\$ 55,892	\$ 55,892	100%	48	8	\$ 6,986.50	VS.
ARM's Rec Stations	\$ 71,514	\$ 71,514	100%	142	576	\$ 124.16	

<b>Station: The Discovery Channel</b>								
2/28/00	877-	ZDNR-7827	\$ 9,398	\$ 8,523	98%	8	86	\$ 79.10
3/6/00	877	ZDNR 7827	\$ 9,398	\$ 6,303	71%	7	76	\$ 30.37
3/13/00	077-	ZDNR-7027	\$ -	\$ -	0%	-	16	\$ -
3/20/00	877-	ZDNR-7827						\$ 30.52
		<b>Station Totals:</b>						\$ 51.31
<b>Station: The Travel Channel</b>								
2/28/00	877	ZDNR 7827						\$ 135.06
3/1/00	077-	ZDNR-7027						\$ 179.57
3/13/00	877-	ZDNR-7827						\$ 176.71
3/20/00	877	ZDNR 7827						\$ 213.20
		<b>Station Totals:</b>						\$ 174.47
		<b>Grand Totals:</b>	\$ 127,406	\$ 127,406	100%	190	584	\$ 218.16

**...it was handicapped by media planning and creative that didn't drive Leads/Sales**



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1)

Direct Response media planning while insisting on certain media channels

Client's existing commercial, only adding a 1-800 #

CPL's & GRP's

2)

Direct Response media planning based on ARM's recommendations

Same creative

Lower CPL's & Higher GRP's



# Plan 2's Results

Weekly Report  
Report Dates: 04/24/00 to 05/21/00

Media TV Television  
Client Multi-Million \$ Hotel and Casino Property  
Product

UNSOURCED  
Station Gross

DRTA

Stat 4/24  
5/14  
5/8/0  
5/15

Station: The Travel Channel

Stat	Start	End	Code	Station	Cost	Rate	Spots	Cost/Spot	CPM		
4/24/00	377	ZDNR-7827	\$	13,668	\$	12,134	65%	22	68	\$ 178.44	
5/1/00	377	ZDNR-7827	\$	13,668	\$	14,001	75%	32	79	\$ 177.23	
5/8/00	377	ZDNR-7827	\$	-	\$	2,600	0%	18	34	\$ 82.36	
5/15/00	377	ZDNR-7827	\$	-	\$	8,401	0%	24	60	\$ 140.01	
Station Totals:				\$	37,336	\$	37,336	100%	96	\$ 241	\$ 154.92
Grand Totals:				\$	128,608	\$	128,608	100%	265	1,373	\$ 93.67

Stat 4/24  
5/14  
5/8/0  
5/15

Stat 4/24  
5/14  
5/8/0  
5/15

Plan 2 results showed significant improvement – Total CPL was: \$93.67, a 57% drop from Plan 1.

But excellent media planning / buying / tracking / optimization can only do so much to lower the CPL the creative still needed a 'Call to Action'

\$ 93.67





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3)

Direct Response media planning based on ARM's recommendations

DR-driven "re-edit" of client's existing commercial into 60" to include a CTA- call to action

Goal of CPL of <\$40



# Plan 3's Results

## Weekly Report Report Dates: 08/10/00 to 09/8/00

UNSOURCED  
Station Gross

Media TV  
Client Television  
Product Multi-Million \$ Hotel and Casino Property  
Campaign 2000  
Access

DRTA

Page 2  
Date: 11/13/01

Week	Phone Number	Tape Code	Booked\$	Cleared\$	Cleared%	Spots	Lead	Cost Per Lead
<b>Station: The Travel Channel</b>								
4/24/00	877-	ZDNR-7827	\$ 18,668	\$ 12,134	65%	22	68	\$ 178.44
5/1/00	877-	ZDNR-7827	\$ 18,668	\$ 14,001	75%	32	79	\$ 177.23
5/8/00	877-	ZDNR-7827	\$ -	\$ 2,800	0%	18	34	\$ 82.36
5/15/00	877-	ZDNR-7827	\$ -	\$ 8,401	0%	24	60	\$ 140.01
<b>Station Totals:</b>			<b>\$ 37,336</b>	<b>\$ 37,336</b>	<b>100%</b>	<b>96</b>	<b>\$ 241</b>	<b>\$ 154.92</b>
<b>Grand Totals:</b>			<b>\$ 128,608</b>	<b>\$ 128,608</b>	<b>100%</b>	<b>265</b>	<b>4,769</b>	<b>\$ 26.97</b>

The campaign's CPL was lowered by \$67 (71%), to \$26.97!



This Success Can Be Yours Too!  
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