

# HOLD YOUR TV ADVERTISING ACCOUNTABLE

## YOUR ROI CAN'T BE A GUESSTIMATE

You know your advertising is working, right? After all, you've got all those "impressions" you were guaranteed. All those viewer "eyeballs." Those coveted 18-34-year-old viewers as shown in the demographics breakdown. All that has to mean something, doesn't it?

Yes, it does. It means you're guessing.

And that's a tough way to get the most from your advertising dollar. To really have a grip on your ROI, you need to pin down your results to every dollar spent, right down to the penny. You need to leverage that information and optimize your ROI by running the right creative, at the right times, to the right viewership, with the right offer.

The only way to do that is with Direct Response Television. Take a look at the report on the next page. It's an example of a typical media report for a DRTV campaign and we've called out a few of the key metrics.

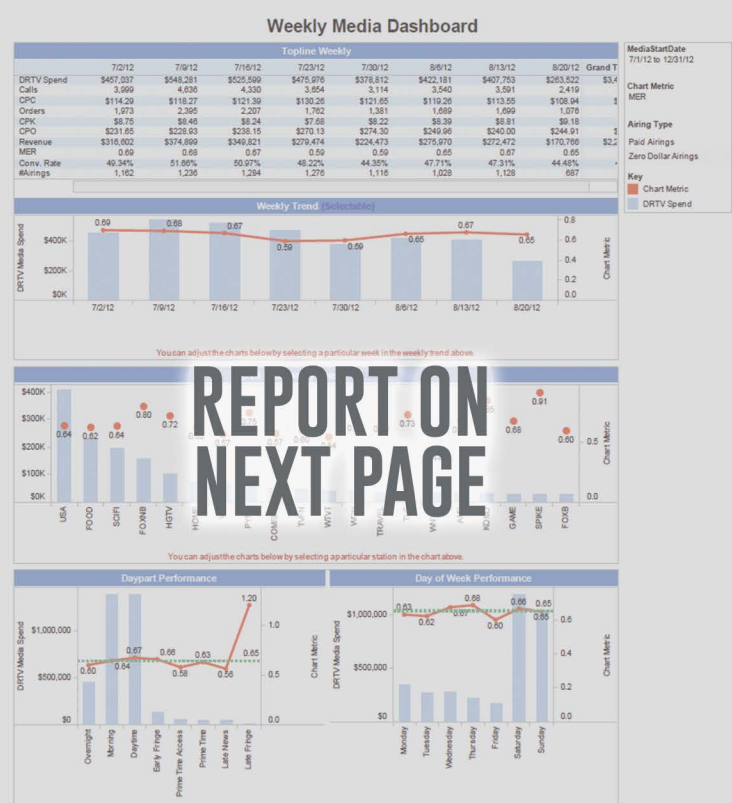
**"But wait a second," you might be saying. "When you say DRTV, aren't you talking about infomercials? We've got a brand image to think about."**

**Exactly. And infomercials—"Brand-mercials," as many are now known—are a powerful way to support your image and drive home your brand message. Just ask a few of our clients. Clients like Comcast, Nescafé, L'Oréal, AAA, Conair, Bose, Pfizer, and many more. They've been using DRTV for two reasons: It works. And they can prove it.**

**Can you say the same for your advertising?**

Script to Screen has created hundreds of the most successful DRTV campaigns in history for big brands and emerging brands, including: *P&G, Rosetta Stone, Oreck, Cuisinart, Soda Stream, Sears, Rubbermaid, Black & Decker, Braun, Kraft, Sharp, Dremel, Bosley, bareMinerals, Philosophy, Nutrisystem, Tria Beauty*, to name a few. Some have generated over \$200-million in sales. Visit [www.scripttoscreen.com](http://www.scripttoscreen.com) to learn more.

## EXAMPLE WEEKLY MEDIA DASHBOARD



**NESCAFÉ**

**COMCAST**

**L'ORÉAL®**

**Get in touch**

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# WEEKLY MEDIA DASHBOARD

Key metrics provide immediate ROI information

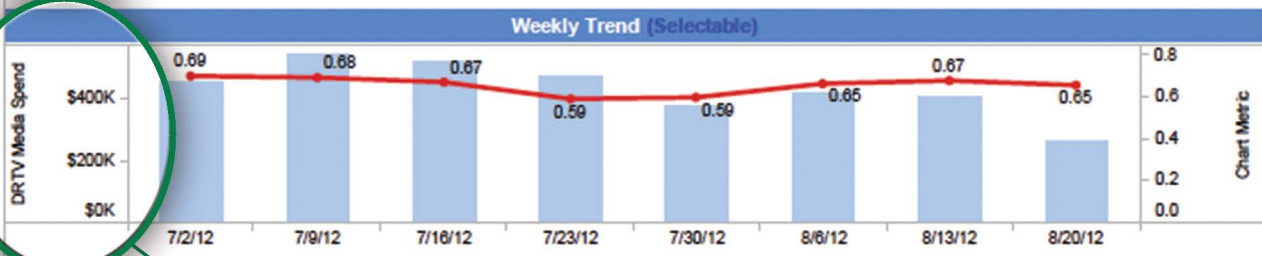
Topline Weekly									
	7/2/12	7/9/12	7/16/12	7/23/12	7/30/12	8/6/12	8/13/12	8/20/12	Grand T
DRTV Spend	\$457,037	\$548,281	\$525,599	\$475,976	\$378,812	\$422,181	\$407,753	\$263,522	\$3,4
Calls	3,999	4,636	4,330	3,654	3,114	3,540	3,591	2,419	
CPC	\$114.29	\$118.27	\$121.39	\$130.26	\$121.65	\$119.26	\$113.55	\$108.94	\$
Orders	1,973	2,395	2,207	1,762	1,381	1,689	1,699	1,076	
CPK	\$8.75	\$8.46	\$8.24	\$7.68	\$8.22	\$8.39	\$8.81	\$9.18	
CPO	\$231.65	\$228.93	\$238.15	\$270.13	\$274.30	\$249.96	\$240.00	\$244.91	\$
Revenue	\$316,602	\$374,899	\$349,821	\$279,474	\$224,473	\$275,970	\$272,472	\$170,766	\$2.2
MER	0.69	0.68	0.67	0.59	0.59	0.65	0.67	0.65	
Conv. Rate	49.34%	51.66%	50.97%	48.22%	44.35%	47.71%	47.31%	44.48%	
#Airings	1,162	1,236	1,284	1,276	1,116	1,028	1,128	687	

MediaStartDate  
7/1/12 to 12/31/12

Chart Metric  
MER

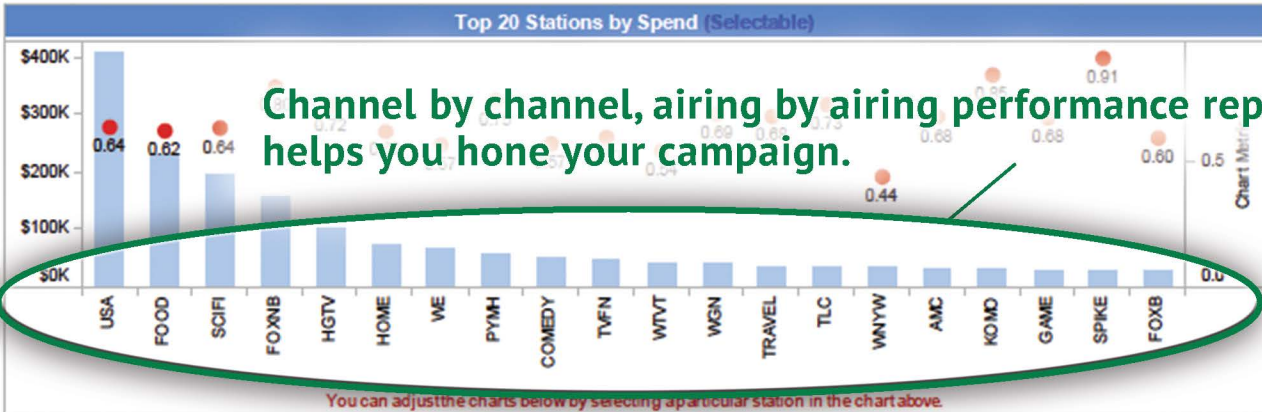
Airing Type  
Paid Airings  
Zero Dollar Airings

Key  
■ Chart Metric  
■ DRTV Spend



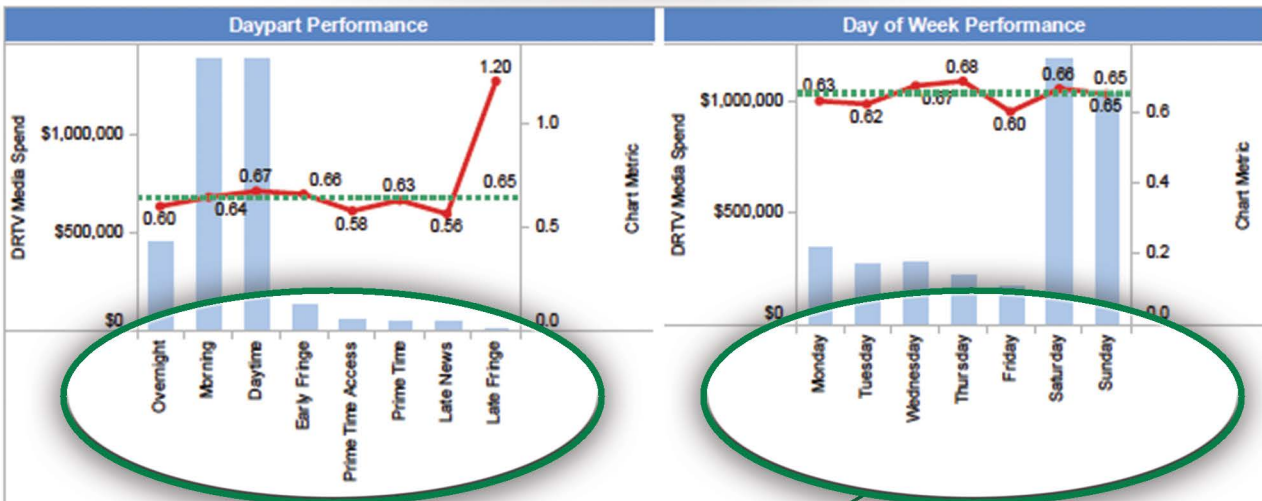
Weekly performance ranking enables rapid spending adjustments

You can adjust the charts below by selecting a particular week in the weekly trend above.



Channel by channel, airing by airing performance report helps you hone your campaign.

You can adjust the charts below by selecting a particular station in the chart above.



What day of the week & time of day does your advertising perform the best? With DRTV, you always know.