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# How Active Campaign Management & Methodical DRTV Media Testing Led to a 63% Reduction in Cost per Acquisition

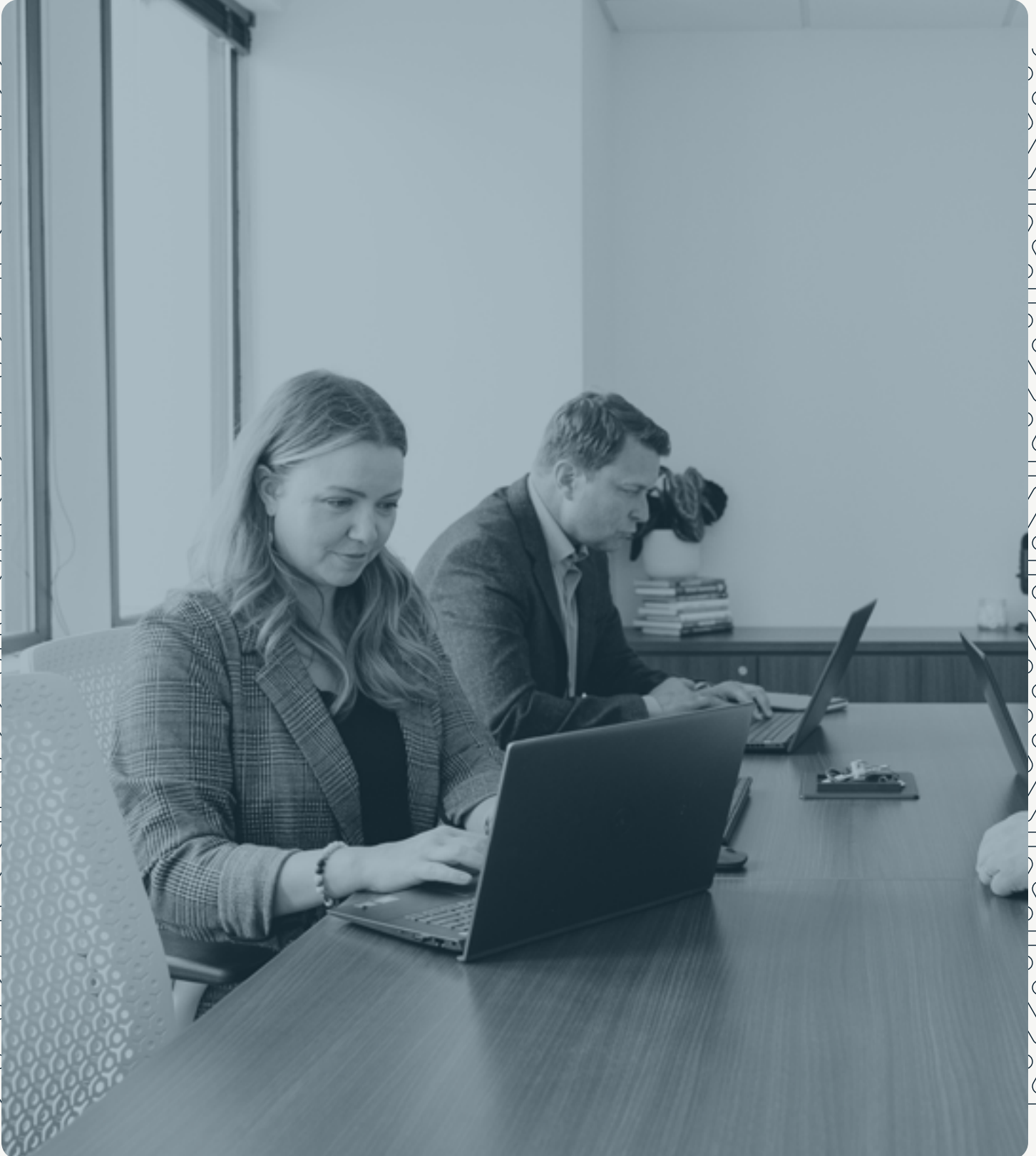
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CASE STUDY BY VIDEN MARKETING

# Overview

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## About the Client

A \$100 million direct-to-consumer distributor of a range of medical supplies who uses direct response television (DRTV) campaigns to acquire and retain customers while building their brand on a national scale.

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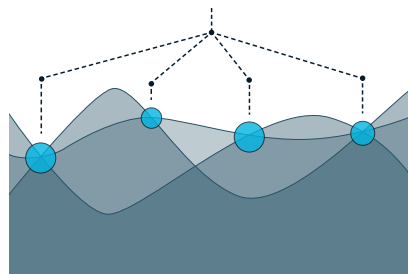
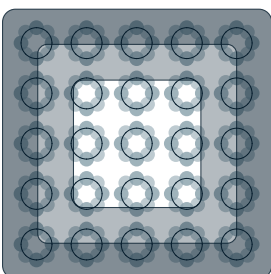
## Losing An Agency

After partnering with a large direct-response agency for nearly a decade, the client was notified that they would need to find a new agency of record. Why? Because their marketing budget was not large enough for the agency to service. The client eventually became lost in the swell of a large direct response agency, where “small spenders” are often left treading water.

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## The risks of being a small client fish in a big agency pond:

1. It's common for larger agencies to terminate clients with small budgets to focus on other, bigger spending clients.
  2. You don't receive the attention your company deserves, because the agency's "A-Team" is focused on bigger clients.
  3. Smaller clients often get serviced by the agency's "B-team" (i.e. the least experienced direct response marketers).
  4. Your campaigns are placed on "set-it-and-forget-it" mode. No fine-tuning. No optimization. No further attention.
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# Strategies to Achieve the Objectives

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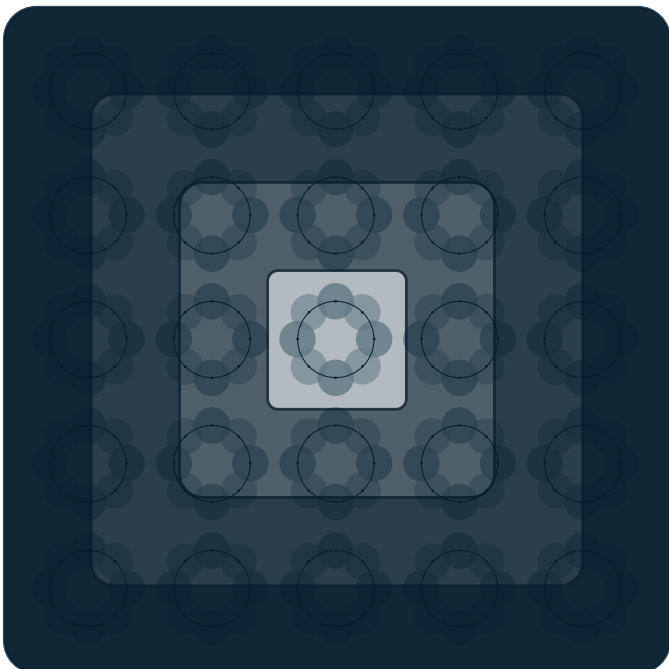
# Gaining a Partner

At risk of losing inbound leads and revenue from their DRTV campaigns, the client came to Viden looking to keep their on-air presence while improving performance on their fixed advertising budget. Viden looked to address these challenges head-on to create a  $1 + 1 = 3$  scenario:

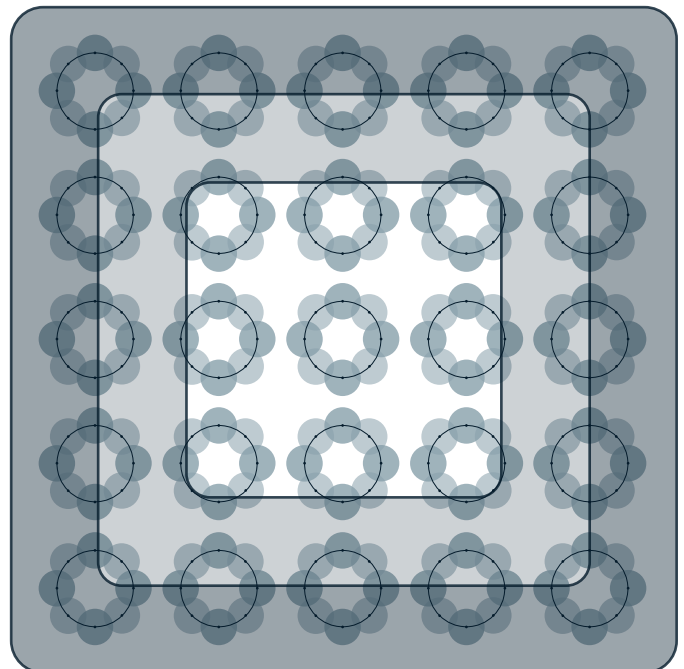
- Their target industry had a finite number of potential customers with a target demographic of 55+, resulting in a higher cost per response.
- They had big brand expectations with relatively modest budgets.
- There were limitations around creative messaging and potential offers due to legal and regulatory constraints.

The performance issues stemmed from the lack of attention paid to the account. For years, their previous agency appeared to have made little effort to optimize or improve performance. Spots were continuously running on the same 6-8 networks with hardly any new media tests. It was a “tunnel-vision” approach to DRTV that lacked any network optimization testing.

## Before Viden: **TUNNEL VISION**



## With Viden: **EXPANDED VISION**



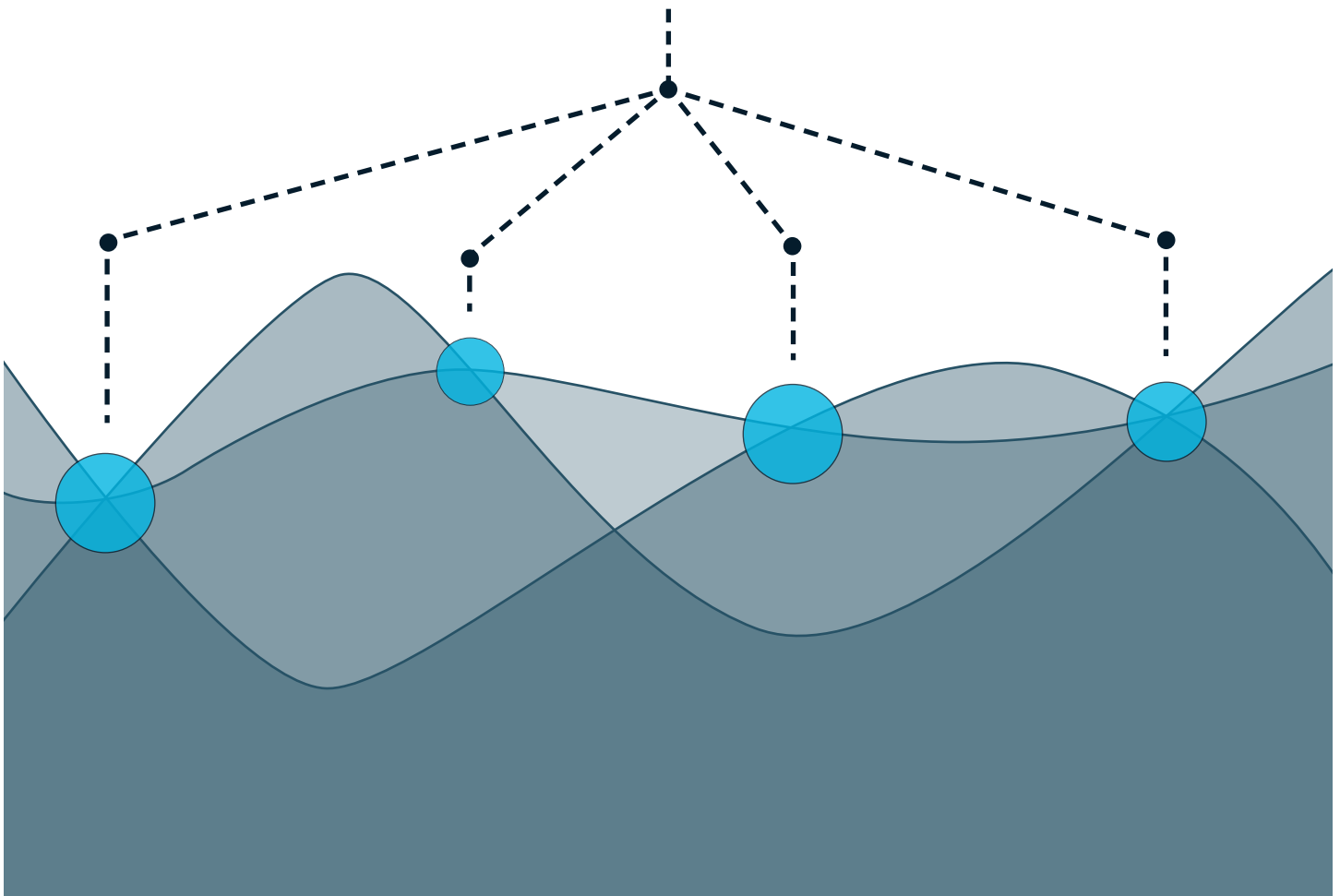
# Testing, Strategies, & Key Solutions

The primary goal was to make the best use of the marketing budget by finding media intersections that provided more opportunities for higher frequency, putting the client in front of the maximum number of potential customers.

**Running on the same networks can often lead to campaign fatigue and limited performance.**

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## Finding Viden Media Intersection **OPPORTUNITIES**



# The Solution

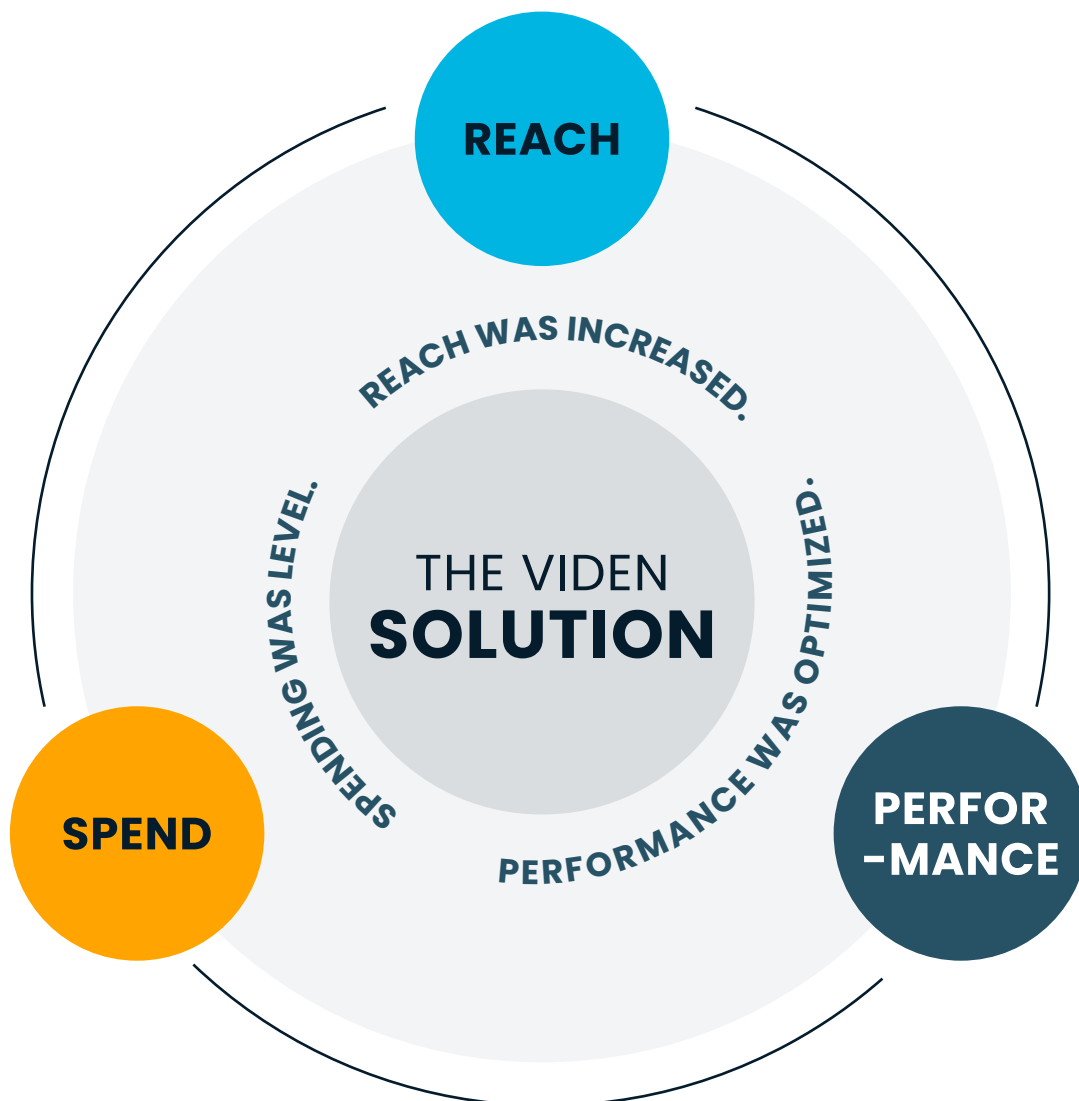
Expanded the number of core/control networks by 112%, testing new, efficient media intersections that allowed for increased frequency at low CPMs (cost per thousand).

The increased number of airings on more networks allowed the client to hit their target demographic while reaching new audiences, and our team was able to control costs through our media relationships.

**Spending was level.**

**Reach was increased.**

**Performance was optimized.**

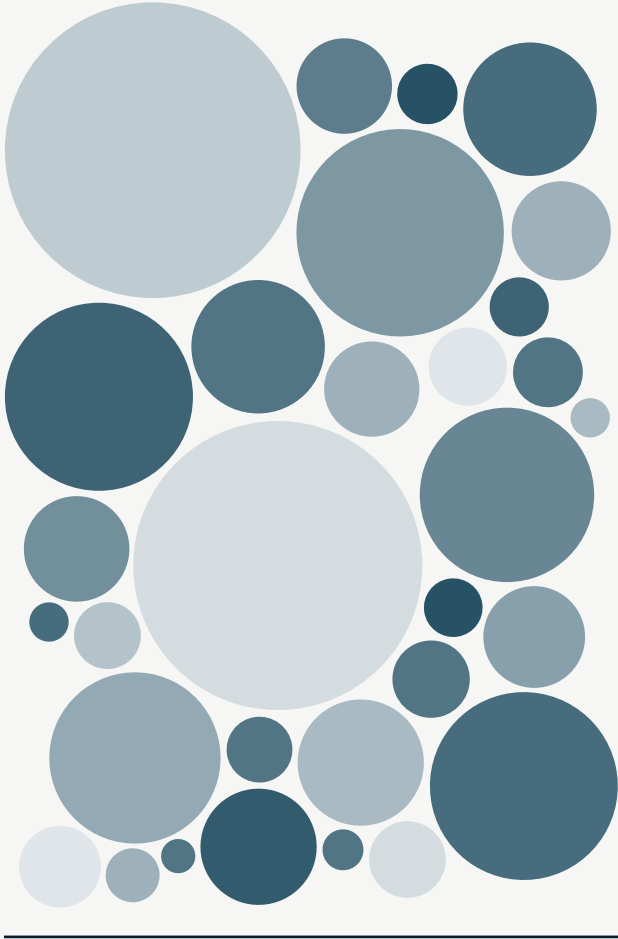


# win together.

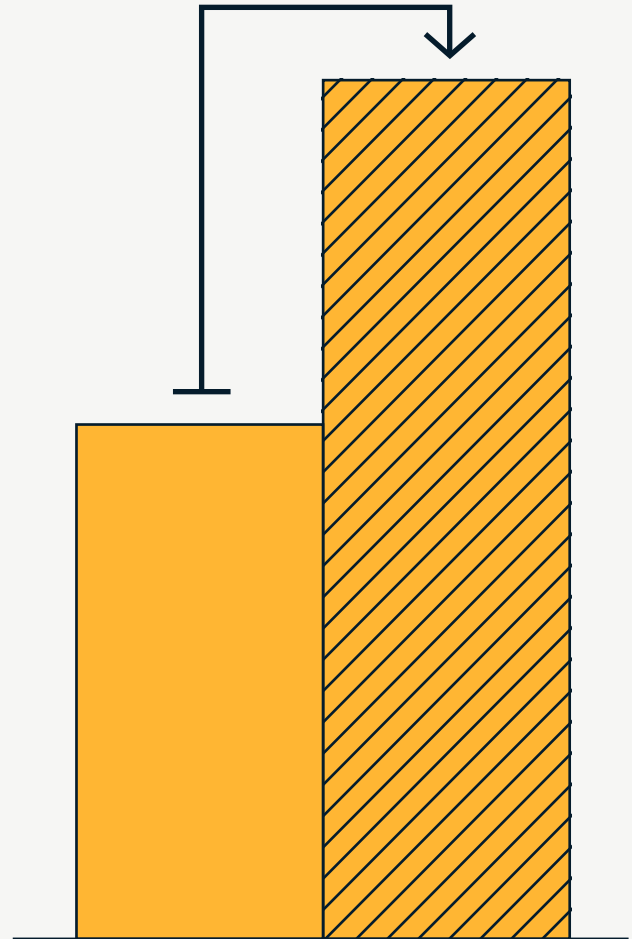




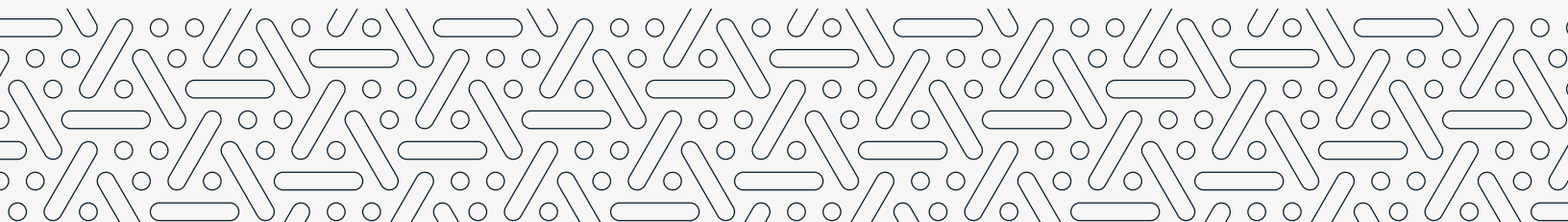
# The Results

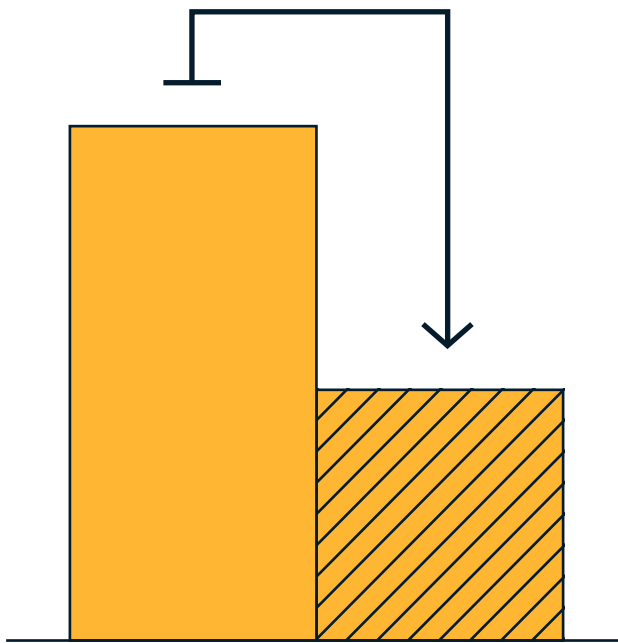


**HIGHLY DIVERSIFIED**  
media plan to reduce  
dependency on media  
networks

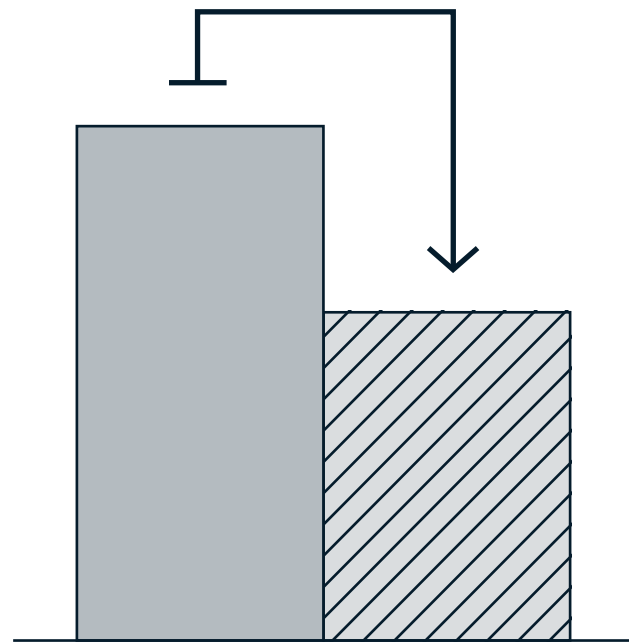


**170%** increase in new  
customers acquired  
with the same media  
investment

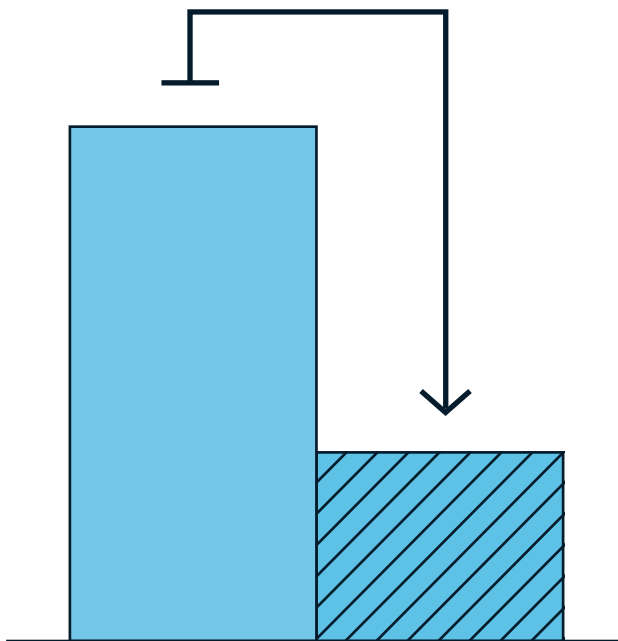




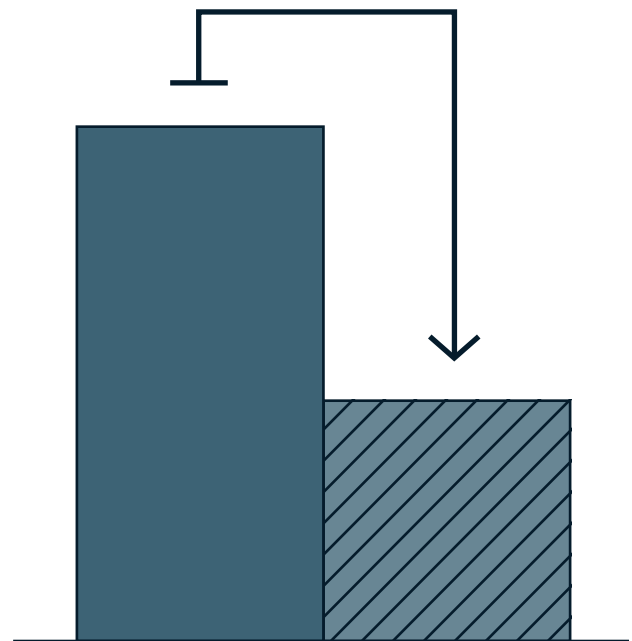
**51% reduction in cost per call in 12 months**



**36% reduction in cost per lead in 12 months**



**63% reduction in cost per customer in 12 months**



**53% reduction in cost per thousands in 12 months**

# Why Run Your Media Campaigns with Viden?

Whether you're a large brand or a smaller company, you get an experienced DRTV team that is dedicated to helping you optimize your campaign, regardless of the size of your budget. With Viden, you always get the "A-team."

We've led the strategy and execution of more than 400 national, regional, and local marketing campaigns over the past 19 years. We focus on the results of your campaign, not simply spending the budget, and we treat your media budget as if we're spending our own money.

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**"Viden exists to be a highly differentiated agency. Its our responsibility to deliver results and service. One without the other is unacceptable."**

-Ed Mezyk, CEO at Viden

## Learn More About Viden or Reach Out to Us:

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