

# Why Performance-Based Media *Performs*



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770.451.5478  
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**R** E S P O N S E   **M** E D I A

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## A Rising Demand For Accountability

Clearly marketers today are faced with an uncertain landscape. However, there is no uncertainty that marketers must continue to deliver an ever increasing level of results. Current financial and stakeholder pressures also demand a much higher level of accountability across the entire marketing mix, accountability that is not limited to sales results, but day-to-day, campaign-to-campaign achievement of measureable marketing metrics, such as revenue conversions, engagement and profit.

Today marketers are less able to rely on traditional media choices such as TV, radio, and even online display where media effectiveness has been reduced by the popularity of DVRs, email filters, pop-up blockers and other technologies. These media channels, although offering scale and reach, cannot inherently deliver the necessary depth of measurement and control. Most marketers are asking themselves how, in this climate, do I create greater ROI from the same (if not shrinking) amount of resources, while also achieving a new level of marketing accountability?

## Performance-Based Media, A Results-Driven Strategy

The answer to this question is Performance-Based Media or PBM. Created to solve today's need for direct accountability and control of media ROI, PBM offers marketers a range of valuable benefits and advantages versus other media and marketing strategies.

- With PBM advertising, campaign success can be measured in terms of actual user behaviors and actions instead of the mere delivery of the advertising message. Further, PBM is purchased on the same measurable metrics of success – be it

cost-per-click (CPC), cost-per-acquisition (CPA), or cost-per-sale (CPS)—offering a level of accountability and guaranteed ROI unmatched by other media choices.

- PBM offers you the ability to combine multiple actions or offers into a single advertisement. For example, the same permission-based sampling campaign can also contain a newsletter, webinar, or other opt-in offer. Capabilities like these enable PBM campaigns to produce a return on investment as high as 7:1, versus television advertising's typical ROI of 1.2:1.

- A PBM campaign, such as permission-based coupons, offers the added benefit of replenishing and building your CRM database. A well executed PBM campaign can also capture extensive prospect and customer profile data for future remarketing opportunities. With email churn averaging 20-30% annually, PBM offers a highly cost-efficient solution for connecting you to new consumers who want to have a meaningful relationship with your brand.

- PBM advertising, like traditional online display ads, generate impressions and valuable brand awareness but at no added cost. For example, a search ad or coupon offer is potentially seen by everyone searching that keyword or viewing that page of a publisher's site. Such campaigns could see unaided brand awareness among consumers rise by 160 percent, comScore research revealed.

- Consumers acquired through PBM campaigns are of a much higher quality than those acquired through other media channels. Having already taken specific actions towards your advertising, PBM acquisitions are inherently predisposed to conversion and future marketing efforts. For example, a permission-based sample campaign can have 5x greater trial than a direct to consumer (DTC) program. Similarly, we see a 15% redemption rate for permission-based coupon campaigns, opposed to .1% redemption for FSIs.

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## Where To Start? How Response Media Can Help

Despite knowing the significant advantages of PBM, many companies are under-utilizing this effective media and marketing strategy because they do not understand the best way to explore and/or scale the PBM channel. Also, since many companies do not understand or comply with PBM best practices, they experience a lower ROI and weaker performance from their programs.

However, we, at Response Media can help. We are experts in the field of Performance-Based Media and are a market leader in the use of PBM marketing strategies. Jupiter Research named us as the #1 firm in the industry, as we have great “in the field” knowledge and expertise. We have intimate understanding of PBM processes, procedures, privacy standards, personal identification information requirements and security. We currently provide PBM marketing solutions to many of the world’s leading companies, including Procter & Gamble, Nestle’, Disney, Cox Enterprises, and ConAgra.

For more information on how Response Media can assist you in reaching your marketing goals, please visit [www.responsemedia.com](http://www.responsemedia.com).

PBM programs frequently acquire consumers and leads for relationship marketing efforts, contests and promotions, loyalty programs, and permission-based sampling and couponing campaigns.

Typical PBM channels include:

- Co-registration
- Paid Search
- E-mail
- Web Display Media
- Custom Applications & Widgets
- Viral Programs

