



# Proven Performance Media

PAY FOR PERFORMANCE

February, 2016

# Performance Measurement Gaining Traction with Marketers

## Direct Media Response Rate, CPA and ROI Benchmarks

April 14, 2015 - by MarketingCharts staff



The Direct Marketing Association (DMA) – in conjunction with Demand Metric – has released its latest “Response Rate Report” [download page], an intriguing study last issued in 2012. The report examines several direct media types, providing performance and cost benchmarks. The results, based on a survey of almost 500 industry respondents, show the consistent strength of email for ROI as well as continued high response rates for telephone and direct mail campaigns.

A couple of quick notes about the sample and methodology:

- 57% of respondents reported most frequently running B2B campaigns, with 32% mostly running B2C campaigns and the remaining 11% mostly running B2B campaigns. Of those running B2C campaigns, 10% from large companies (more than \$25 million in annual revenue) and 10% from medium companies (between \$10 million and \$25 million in annual revenue) are marketers, while 16% identified themselves as being from other company types.
- For the study, respondents selected a list of 100 prospect files. For each medium, a question house file is defined as “a list of customer database,” while a prospect file is defined as “a list of prospect database.”

This article will cover the cost and performance highlights for each medium. As per usual, we’ll provide a list of key performance indicators (KPIs) for each medium.

## Why Marketers Should Be Measuring Cost-Per-Action

By Dennis Mink

June 18, 2015



There is a fundamental problem in the way mobile app advertising is bought



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## Why Cost per Acquisition Is the Only Metric That Really Matters

No, Seriously, CPA Is What Truly Matters

by Jason Spooner | March 28, 2014

There's no denying it. You cannot consider yourself a great ad person unless you know your numbers. At SME Digital (the agency arm of Social Media Explorer), we're all about garnering results that are measurable. After all, you aren't an effective marketer if you aren't tracking the numbers. Even more, you aren't a top-notch marketer if you're not tracking the one metric that matters above all others: Cost per Acquisition (CPA).

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Proven Performance Media

# 5 Years Ago – A Premise

## PFP can work for Newspapers

### Situation:

- Losing more clients in print
- Google and digital pay per click (PPC) raises the question of PFP for other media
- We were challenged by our clients to “Prove print works and I’ll pay for it.”
- Proven Performance Media was launched as a separate company to AH Belo (owners of The Dallas Morning News) after Publishers, seeing the success of PFP in Dallas, asked us to duplicate the results in their markets

### Two Models:

**Pay Per Call (PPC):** Client pays for results on agreed upon price-point per call

**Pay Per Sale (PPS):** Client pays for results on agreed upon commission percentage

### What we learned over past 5 years:

- It’s not as easy as it seems
- Can generate a healthy top line number with a healthy margin
- Not all segments and clients are equal
- Media scheduling and credible support are critical to success for both client and publisher
- Limit your risk to a set number and types of accounts, not every client is a candidate
- There is a Halo effect and upsell opportunity with PFP efforts



# So What's in it for a Publishing Partner?



New Revenue



Allows leadership to focus on bigger priorities while growing new business with a trusted partner in PPM



Drives advertising back into the printed newspaper



A dedicated focus on new business development through acquisition and recapturing business segments



Gain insights on current clients, Segments, and marketplace



PPM has a proven Business Model for Publishers



# Examples of PFP with Non-PFP Ads

USA Today, February 1, 2008

**WORLD**

**HAMAS warned over tunnel attacks**

Israel's Defense Ministry has warned Hamas that it will not tolerate any further tunnel attacks from Gaza. The ministry said it has received intelligence that Hamas is planning to launch a series of tunnel attacks against Israeli military bases and civilian settlements in the West Bank. The ministry said it has also received intelligence that Hamas is planning to launch a series of tunnel attacks against Israeli military bases and civilian settlements in the West Bank.

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**WESTERN HILL**

**Israel approves prayer space for non-Orthodox Jews**

Non-Orthodox Jews in Israel and the West Bank have long complained that they are excluded from the Western Wall prayer space. The Israeli government has approved a plan to build a new prayer space for non-Orthodox Jews. The plan is to build a new prayer space for non-Orthodox Jews. The plan is to build a new prayer space for non-Orthodox Jews.

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BY FEBRUARY 29, 2008

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USA Today, February 1, 2008

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## NOTABLE

*PFP Ads cannot be identified as such...  
...Can you tell the PFP ads from the standard contracted ads in this sample from The Dallas Morning News?  
These PFP ads have revived low ad days like Mondays and Tuesdays.*

*These PFP ads have revived low ad days like Mondays and Tuesdays. PFP has revived several categories and created advertising marketplaces in the printed paper as well as participation of these advertisers across the publishing portfolio - an indicator of an enhanced client/publisher partnership.*

# To Learn More Contact:

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