

PROVEN  
PERFORMANCE  
MEDIA

YOUR BLUEPRINT TO MEASURED SUCCESS



**PAY FOR PERFORMANCE**  
**A PRICING MODEL WORTH CONSIDERING**

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# A Look Back

- Coming out of financial crisis
  - Ad shift from newspaper
  - Loss of key adv segments
  - Performance pricing growing



# 2010

## Our program started with A Customer Request

Would we consider performance based pricing?

- Test?
- Opportunity?



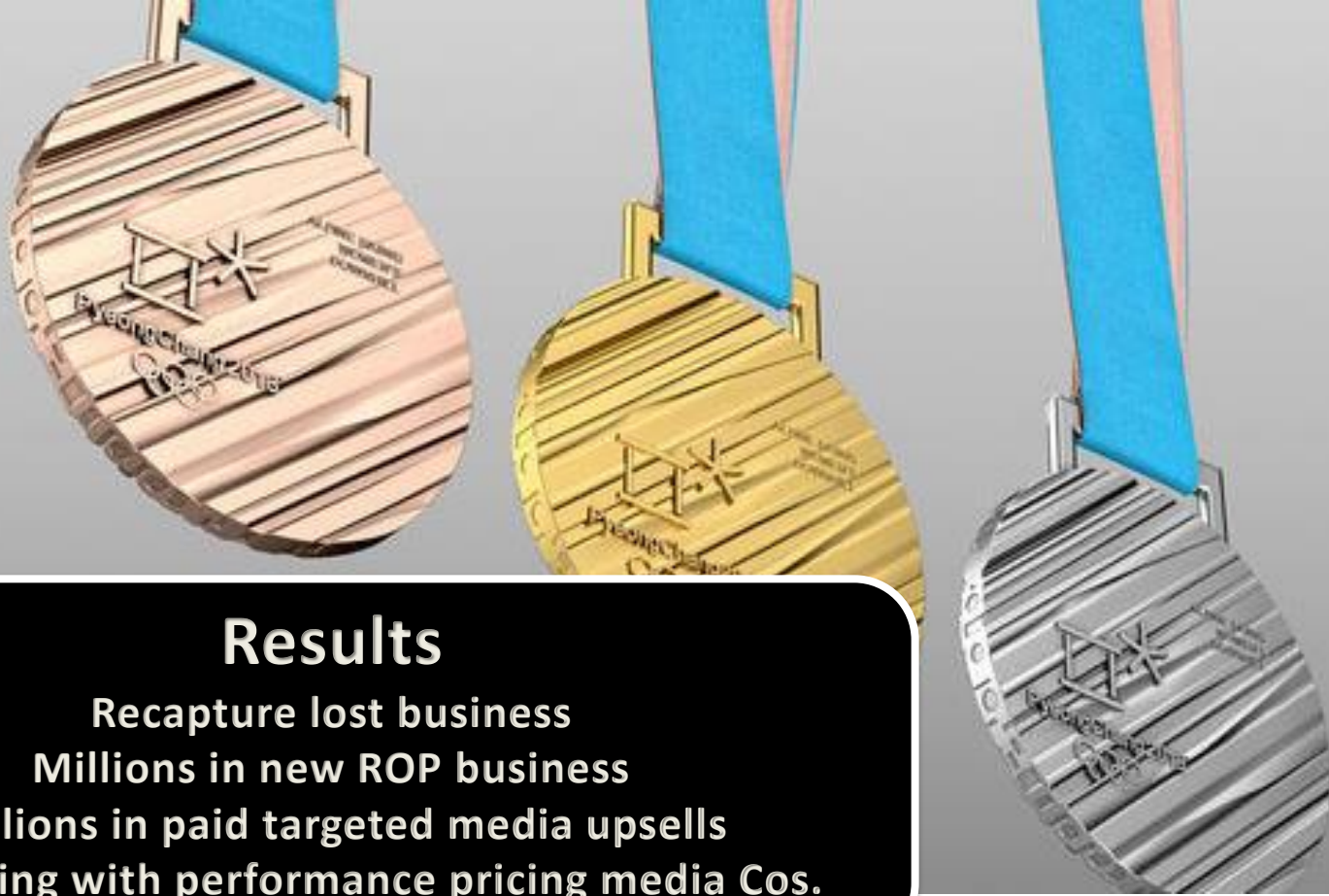
# Two Models Emerge

1. Pay Per Call
2. Pay Per Sale



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## Results

**Recapture lost business**

**Millions in new ROP business**

**Millions in paid targeted media upsells**

**Competing with performance pricing media Cos.**

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**Newspaper – A good source of leads**

**PPCall Client  
Lead Channel**

**Search**

**Events**

**Pure Play**

**Newspaper**

**Etc.**





# Future

Cross Platform Integration  
Research is key – Data Analysis and Client Insights  
Simplify the complex - “make it easy to buy”



## Learnings:

Newspaper works

Key Data Points: 7X; Color; TMC; Media Mix

Performance pricing has many options

There is a **REAL REVENUE IMPACT**

Re-engages lost categories





Should you consider Performance Pricing?

Consider -

Do you have the ROP space – especially early in the week

What categories of business can you recapture

Do you want to compete with performance media

Looking for a new business initiative that works

# THANK YOU!

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