

SUCCESS STORY

Drafty

200%

increase in conversion rate
during DRTV test month

STRATEGY:

Produce & test three different DRTV adverts in the test month

Optimise by creative & TV channel in month two

Continue to optimise throughout campaign on an on-going basis



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OUTCOMES:

DRTV Advertising out-performed previous brand TV advertising activity

SmartResponse awarded agency contract for ALL TV media buying and creative

443%

reduction in
cost per booking

