

SUCCESS STORY

eFOLDi 

Cost Per Acquisition maintained whilst driving greater volume than inserts, print or online

STRATEGY:

Produce DRTV adverts from 30 seconds up to 30 minute infomercials which run concurrently

Continued optimisation by TV station, creative length, day of week and time of day



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Most responsive TV station, **more than halves** the target CPA

OUTCOMES:

eFOLDi delighted with success and approach to creative

SmartResponse retained as DRTV creative production agency since 2019 and media buying agency from 2019-2021 and from 2023 onwards

