

# SUCCESS STORY



**148%**

**increase** in conversion rate of enquiries to sales Vs other marketing channels

## STRATEGY:

60 and 30 second adverts produced using in-house footage and images to keep production costs to a minimum

Plan and buy discounted DRTV airtime on TV channels which index strongly against mature target audience during daytime



# SUCCESS STORY



**10%** reduction in Cost per Enquiry vs. other media

## OUTCOMES:

Production timeline in place to shoot three minute advert in 2023

SmartResponse retained as DRTV creative and media buying agency since 2021

