

Altman Dedicated Direct

STRATEGY... TACTICS... RESULTS

Ancillary Ways for Acquiring New Customers with DRTV, DR Radio and Insert Media

Questions for Panelists

1. What alternative media (beyond mailing catalogs) is your firm using?
 - a. Show examples without discussion

2. What is your firm's strategy with regards to testing new (to your firm) acquisition media? Do you budget a certain amount of \$\$ or %age to try new media? Some other approach?

3. How does "portfolio management" of acquisition media play out in your firm in terms of where to put media dollars in any given period?

4. How do TV/Radio/Insert acquired customers compare to those acquired via direct mail? Cost less or more to acquire? Better, same or worse lifetime value?

5. What are your standard measures for success with TV/Radio/Inserts?



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6. What was required to be successful with TV/Radio/Inserts -- what changes in merchandising, offer/pricing, and analysis did you need to make?
 - a. Show additional examples without discussion

7. What mistakes did you make along the way?

8. Can we see an example of a successful effort? Why do you feel this was successful – in other words, what elements do you attribute the success to?
 - a. Show examples, one by one, discussion of each.

9. Change doesn't usually come easy in most organizations. How challenging was it within the organization to implement the changes you've mentioned were required for success?



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Additional Questions (if time permits)

1. Define Terms
 - a. DRTV
 - b. DR Radio
2. Where do you buy media for:
 - a. Insert
 - b. DRTV
 - c. DR Radio
3. How to decide which media strategies
 - a. Inserts – Package Insert, Billing and Statement Inserts, Co-op Envelope Inserts, Etc.
 - b. DRTV – Cable, Broadcast, PI, etc.
 - c. Dr Radio – Network, Local, Satellite



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