

ASONTV Sales Explode in 2020



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During the Covid-19 national quarantine lockdown, "As Seen on TV" (ASONTV) advertisers have increased their TV media expenditures by an incredible 376% over the prior year period. In the post quarantine period, ASONTV expenditures continue to be up 200%.

ASONTV advertisers generally increase ad spending when direct sales are also increasing. These statistics should be considered a key indicator that demand for ASONTV products is booming.

There is an old axiom in the ASONTV industry that for every product purchased via 1-800, another 10 are sold in retail. Given unprecedented levels of ASONTV spend thus far in 2020, there will be significant pent up consumer demand for these extensively advertised products.

DRMetrix, the direct-to-consumer TV industry's leading research company, uses automated content recognition technology to track television ads airing across [130 national networks](#). Across the national cable and broadcast networks monitored, DRMetrix reported \$17.9 billion of national TV ad spending in 2019 from campaigns that ask consumers to take action, such as calling a phone number, visiting a website, or going to an app store. For an in depth analysis of this industry sector, please reference DRMetrix's [2019 industry study](#).

In this report, we'll be studying ASONTV advertisers and how their television expenditure levels have exploded during the Covid-19 national quarantine lock down. We analyzed ASONTV expenditures during the Covid-19 quarantine period as well as after. The data shows that 2020 has been a historic year for the ASONTV industry.

Continue reading this report to learn why ASONTV advertisers have been able to increase their TV expenditures during the Covid-19 crisis. We have also provided a list of the top 100 ASONTV products based on media expenditures in 2020. These are the products that will make retail cash registers sing in the coming months!

COVID-19 IMPACTS ON TOP 26 ASONTV ADVERTISERS

IdeaVillage, marketer of the Flawless and Copper Fit brands, was the top advertiser to see a sales-fueled spending boost with a whopping 1,420% increase during the Quarantine period. Almost every advertiser in this space saw a triple digit increase with 300% or 400% increases being the typical result.

Rank	Advertiser Name	Quarantine '20 Media Week 11 - 19		Change	Post-Quarantine '20 Media Week 20 - 38		Change
		2019 Avr \$ / week 03/11/19 - 05/12/19	2020 Avr \$ / week 03/09/20 - 05/10/20		2019 Avr \$ / week 05/13/19 - 09/22/19	2020 Avr \$ / week 05/11/20 - 09/20/20	
1	Ideavillage Products	\$ 363,757	\$ 5,531,190	1420.57%	\$ 609,907	\$ 2,942,875	383%
2	E. Mishan & Sons	\$ 1,086,589	\$ 4,341,518	299.55%	\$ 1,164,936	\$ 2,620,781	125%
3	Telebrands (Bulbhead)	\$ 568,585	\$ 2,265,306	298.41%	\$ 595,548	\$ 1,206,590	103%
4	Church & Dwight Co	\$ 223,384	\$ 1,573,136	604.23%	\$ 215,827	\$ 913,821	323%
5	Ontel Products	\$ 487,783	\$ 1,490,643	205.60%	\$ 213,853	\$ 1,388,909	549%
6	Top Dog Direct	\$ 97,896	\$ 566,043	478.21%	\$ 47,697	\$ 458,120	860%
7	Contour Products	\$ 126,479	\$ 538,317	325.62%	\$ 105,942	\$ 118,888	12%
8	Luminess Direct	\$ 180,784	\$ 495,593	174.14%	\$ 261,403	\$ 454,874	74%
9	SAS Group	\$ 137,753	\$ 398,093	188.99%	\$ 192,335	\$ 269,925	40%
10	Tristar Products	\$ 125,556	\$ 371,383	195.79%	\$ 129,647	\$ 1,037,435	700%
11	Allstar Products Group	\$ 40,139	\$ 339,390	745.54%	\$ 228,167	\$ 1,073,836	371%
12	The Avento Corporation	\$ 248,886	\$ 255,691	2.73%	\$ 166,167	\$ 250,534	51%
13	Obesity Research Institute	\$ 129,895	\$ 249,134	91.80%	\$ 117,706	\$ 117,343	0%
14	NSI International	\$ 95,800	\$ 204,505	113.47%	\$ 90,785	\$ 140,389	55%
15	Response Products	\$ 34,913	\$ 191,756	449.24%	\$ 151,493	\$ 132,891	-12%
16	A&E Television Networks	\$ 40,009	\$ 160,157	300.30%	\$ 27,299	\$ 117,925	332%
17	Guthy-Renker	\$ 61,356	\$ 155,635	153.66%	\$ 90,520	\$ 213,925	136%
18	Eagle Eye Marketing	\$ 15,722	\$ 122,852	681.40%	\$ 32,242	\$ 19,606	-39%
19	Intersell Ventures	\$ 12,467	\$ 72,674	482.93%	\$ 15,082	\$ 13,064	-13%
20	National Express	\$ 1,035	\$ 52,819	5003.29%	\$ 18,208	\$ 27,777	53%
21	GTX Turf Farms	\$ 5,221	\$ 47,502	809.83%	\$ 77,110	\$ 40,126	-48%
22	Exceptional Products	\$ 2,201	\$ 41,854	1801.59%	\$ 1,245	\$ 44,560	3479%
23	Stay Focused Marketing	\$ 5,614	\$ 28,155	401.51%	\$ 4,084	\$ 18,830	361%
24	Generac Power Systems	\$ 19,917	\$ 27,812	39.64%	\$ 4,087	\$ 16,870	313%
25	Affinity Tool Works		\$ 21,639		\$ 2,911	\$ 47,435	1530%
26	NuWave		\$ 20,089		\$ 283	\$ 815	188%
Total		\$ 4,111,741	\$ 19,562,886	376 %	\$ 4,564,484	\$ 13,688,144	200 %

TOP 100 ASONTV PRODUCTS FOR 2020 YEAR-TO-DATE THROUGH 9/20/20

Rank	Product Name	Advertiser	Spend
1	Copper Fit Energy Socks Easy On/ Easy Off	Ideavillage Products	\$ 21,330,672
2	Copper Fit Compression Gloves	Ideavillage Products	\$ 19,446,366
3	Finishing Touch Flawless	Ideavillage Products	\$ 19,433,487
4	Finishing Touch Flawless Nu Razor	Church & Dwight Co	\$ 19,281,456
5	Mighty Sight	Ontel Products	\$ 18,044,082
6	Luminess Skincare Powered Cosmetics	Luminess Direct	\$ 16,568,757
7	Bissell CrossWave Cordless Max	BISSELL Homecare	\$ 15,801,859
8	MicroTouch Solo	Ideavillage Products	\$ 15,557,936
9	Shine Armor	Ontel Products	\$ 13,763,680
10	Contour Legacy Leg Pillow	Contour Products	\$ 13,722,596
11	Finishing Touch Flawless Brows	Ideavillage Products	\$ 12,983,815
12	Flexible Mirror	E. Mishan & Sons	\$ 9,934,572
13	Finishing Touch Flawless Dermaplane GLO	Church & Dwight Co	\$ 9,738,415
14	CleanZone	Top Dog Direct	\$ 9,736,568
15	Copper Fit Advanced Back Pro	Ideavillage Products	\$ 9,372,044
16	Hearing Assist	The Avento Corporation	\$ 9,067,936
17	Copper Fit Ice Knee Sleeves	Ideavillage Products	\$ 8,867,755
18	GraniteStone / GraniteRock	E. Mishan & Sons	\$ 8,645,423
19	Bell+Howell Tac Shaver	E. Mishan & Sons	\$ 8,602,378
20	Gotham Steel Pan	E. Mishan & Sons	\$ 8,281,445
21	Nutri Chopper	E. Mishan & Sons	\$ 8,114,980
22	Viviscal	Church & Dwight Co	\$ 7,658,810
23	No Stitch	E. Mishan & Sons	\$ 7,060,521
24	Bionic Flex pro	E. Mishan & Sons	\$ 6,988,522
25	Copper Fit Angel Sleeper Orthopedic Pillow	Ideavillage Products	\$ 6,544,454

Rank	Product Name	Advertiser	Spend
26	Calming Comfort Calming Heat	Allstar Products Group	\$ 6,270,374
27	Lipozene	Obesity Research Institute	\$ 6,113,519
28	Bell+Howell Bionic Spotlight	E. Mishan & Sons	\$ 6,095,006
29	Atomic Beam Battle Vision	Telebrands (Bulbhead)	\$ 6,001,344
30	Bell+Howell Tac Visor	E. Mishan & Sons	\$ 5,916,198
31	2020 Battle For The White House Chess Set	Telebrands (Bulbhead)	\$ 5,573,181
32	Pocket Hose Silver Bullet	Telebrands (Bulbhead)	\$ 5,098,791
33	Fuller Full Crystal	SAS Group	\$ 4,905,950
34	Finishing Touch Flawless Contour	Church & Dwight Co	\$ 4,829,904
35	Mission Instant Cooling Gear	Allstar Products Group	\$ 4,650,262
36	Atomic Beam Night Hero	Telebrands (Bulbhead)	\$ 4,546,973
37	GraniteStone Stackmaster	E. Mishan & Sons	\$ 4,523,239
38	Bell+Howell Disk Lights	E. Mishan & Sons	\$ 4,432,984
39	Emeril's Power AirFryer 360	Tristar Products	\$ 4,336,468
40	Grease Police	Telebrands (Bulbhead)	\$ 4,325,616
41	WalkFit Orthotics	Response Products	\$ 4,325,156
42	Copper Wear Mask	Tristar Products	\$ 4,309,884
43	HD Vision Special Ops	Ideavillage Products	\$ 4,281,124
44	Forged In Fire Knife	A&E Television Networks	\$ 4,214,416
45	Copper Fit Guardwell Face Protector	Ideavillage Products	\$ 4,130,716
46	CleanZone Masks	Top Dog Direct	\$ 4,054,525
47	PowerFit Elite	Tristar Products	\$ 3,993,405
48	Happy Nappers	Allstar Products Group	\$ 3,972,769
49	Paw Perfect	E. Mishan & Sons	\$ 3,877,269
50	Hempvana Pain Cream	Telebrands (Bulbhead)	\$ 3,802,872

Rank	Product Name	Advertiser	Spend
51	Hempvana HydroClean	Telebrands (Bulbhead)	\$ 3,551,353
52	Cup Call	Telebrands (Bulbhead)	\$ 3,491,042
53	Star Belly Dream Lites	Ontel Products	\$ 3,445,968
54	Turbo Pump	Ontel Products	\$ 3,445,187
55	Meaningful Beauty Supreme System	Guthy-Renker	\$ 3,289,280
56	Egg Pod	E. Mishan & Sons	\$ 3,270,757
57	Crepe Erase Advanced	Guthy-Renker	\$ 3,248,346
58	Toppik	Church & Dwight Co	\$ 3,064,043
59	Fuller Full Crystal Full Exterior	SAS Group	\$ 2,811,273
60	Gotham Steel Stack Master Cookware	E. Mishan & Sons	\$ 2,756,018
61	CaraMia	Allstar Products Group	\$ 2,618,243
62	Gotham Steel Hammered Design	E. Mishan & Sons	\$ 2,551,172
63	Pillow Pad	Ontel Products	\$ 2,540,277
64	Sharper Image Breeze Blast	Allstar Products Group	\$ 2,504,913
65	Bell+Howell My Foldaway Rechargeable Fan	E. Mishan & Sons	\$ 2,382,197
66	Snackeez	Ideaillage Products	\$ 2,353,989
67	breathe pure Disposable Mask	Tristar Products	\$ 2,341,609
68	Wubble Ball / Rumlbers	NSI International	\$ 2,316,767
69	Beyond Bright	Ontel Products	\$ 1,962,551
70	Hempvana Arrow Posture	Telebrands (Bulbhead)	\$ 1,944,664
71	Laser X	NSI International	\$ 1,838,593
72	Bell+Howell Tac Glasses	E. Mishan & Sons	\$ 1,824,746
73	Radical Racers	E. Mishan & Sons	\$ 1,811,316
74	Trumpy Bear	Exceptional Products	\$ 1,794,640
75	Air Police 4	Telebrands (Bulbhead)	\$ 1,779,955

Rank	Product Name	Advertiser	Spend
76	Clear TV	Tristar Products	\$ 1,729,306
77	Bell+Howell Triburst LED Light	E. Mishan & Sons	\$ 1,711,082
78	Contour 2-in-1 Leg Relief Pillow	Tristar Products	\$ 1,591,697
79	Handvana HydroClean Hand Sanitizer Gel	Telebrands (Bulbhead)	\$ 1,577,333
80	Arctic Hat	Ontel Products	\$ 1,548,621
81	Bell+Howell Flip-Up Tac Glasses	E. Mishan & Sons	\$ 1,479,139
82	Simply Fit Board	Allstar Products Group	\$ 1,472,195
83	Hydro Mousse	Eagle Eye Marketing	\$ 1,466,841
84	ezEggs	SAS Group	\$ 1,456,291
85	Alien Tape	E. Mishan & Sons	\$ 1,409,282
86	Rotorazer Saw	Response Products	\$ 1,408,697
87	BetterBrella	E. Mishan & Sons	\$ 1,405,621
88	PowerXL Smokeless Grill	Tristar Products	\$ 1,315,758
89	Touchscreen Purse	Allstar Products Group	\$ 1,298,761
90	Chew Brush	Telebrands (Bulbhead)	\$ 1,235,261
91	Bell+Howell TacLight	E. Mishan & Sons	\$ 1,224,416
92	World's Greatest Cooking Pot	National Express	\$ 1,195,620
93	Grotrax	GTX Turf Farms	\$ 1,189,909
94	PowerXL AirFryer Grill	Tristar Products	\$ 1,185,309
95	Bell+Howell Tac Amplifier	E. Mishan & Sons	\$ 1,161,732
96	Handvana HydroClean Hand Sanitizer Foam	Telebrands (Bulbhead)	\$ 1,156,773
97	Finishing Touch Flawless Legs	Church & Dwight Co	\$ 1,155,079
98	Air Police Air Purifier	Telebrands (Bulbhead)	\$ 1,154,417
99	Bell+Howell Monster Trapper	E. Mishan & Sons	\$ 1,147,566
100	Kinetic Sand - Sandisfying Set	Spin Master	\$ 1,137,756

Why all TV research data is not created equal

DRMetrix rankings, and expenditure data for ASONTV advertisers, can differ significantly from the published data provided by other TV research companies. DRMetrix has released a retail white paper exposing systemic problems with data collection by TV research companies and the root causes behind inaccurate and misleading ASONTV research data.

Some of these reasons include:

- Why certain ASONTV commercials purchased on national cable networks aren't seen by consumers in the top 100 markets leading to lackluster retail sales.
- What has caused the largest TV research companies to misreport ASONTV spending significantly inflating the value of ASONTV schedules.
- How ASONTV companies and agencies manipulate TV research data to make it appear as though they are spending hundreds of times more than they really are.

Understanding the true TV spend of ASONTV products helps retailers make critical merchandising decisions. To be more successful in the ASONTV category, please visit www.drmetrix.com/retailers to download your free copy of DRMetrix's retail white paper.

How we collected and organized our data

In this report, we provided the spending data for some of the top ASONTV advertisers of 2020 measured across 130 national television networks.

DRMetrix took the average weekly spend for each advertiser during media weeks 11-19 (3/9/20 - 5/10/20). We're calling this the "quarantine" period as the [national Covid-19 emergency](#) was declared on March 13th (during media week 11). The data shows that during the quarantine period, TV expenditures for our ASONTV study group were up 376% over the prior year period.

Date for media weeks 20-38 (5/11/20 - 9/20/20), which we're calling the "post quarantine" period, shows a 200% year-over-year continued growth in television expenditures.

The data in this report came from DRMetrix's AdSphere™ Research System which is the basis for this research paper.

Who is taking advantage of high levels of TV viewership and low rates?

Six days after the Covid-19 [national emergency](#) was declared, DRMetrix launched its [online television tracker](#) to measure how the television advertising industry was being impacted by the crisis.

We learned that traditional brand TV advertisers, relying on audience ratings data, were at a clear disadvantage in reading the consumer and media landscape. While ratings data helps advertisers understand audience, it does not measure the level at which consumers are responding to television commercials and purchasing goods and services. ASONTV advertisers are able to measure consumer response and purchases, often in real time, to determine how individual network buys are performing. This is especially important during periods of disruption like Covid-19. Armed with this additional intelligence, ASONTV advertisers were able to take advantage of a rare opportunity as television advertising rates were decreasing at a time when consumer TV viewership was substantially higher than normal. As many traditional advertisers reduced their TV spend or pulled off the air entirely, the ASONTV companies hit the gas peddle on TV buys as they were measuring and seeing success with their TV campaigns.

ASONTV product advertisers have been able to dramatically increase their TV buys in 2020 because of Covid-19. This is especially impressive considering that ASONTV product expenditures were down over 26% in 2019, as shown in DRMetrix's 2019 industry study. The vast majority of ASONTV advertisers have dramatically increased their year-over-year media expenditures. The most striking example being Ideavillage whose media expenditures during the quarantine period were up over 1000%!

What is causing some to spend more while others are pulling back?

Of the 4,778 direct-to-consumer brands that provided a way for consumers to respond to their TV advertising in 2019, 37% used DR Variations similar to ASONTV advertisers. DR Variations are a technique involving the assignment of unique response variants that allow advertisers to track consumer response back to specific networks, dayparts, programs, and creatives. The use of DR variations, which includes assigning unique 800 numbers to different TV stations, has been proven effective over many decades, and a variety of additional methods are now used, including unique web based promotion codes, SMS codes, etc.

By using DR variations, ASONTV advertisers are better able to track the performance of their TV campaigns in real time as well as optimize their buys to produce the highest level of return-on-investment (ROI). A major marketplace disruption such as Covid-19 can make it extremely difficult for brand advertisers to understand how their TV media is performing. Many are forced to pull off the air due to the uncertainty. This is where consumer measurement strategies, such as the use of DR Variations, shine in their ability to illuminate in the darkness. These are some of the key reasons why many ASONTV advertisers have been able to succeed despite the 2020 Covid-19 disruption. DR variations provide a superior TV attribution solution allowing advertisers to free themselves from reliance on traditional ratings.

Final thoughts

ASONTV products can be some of the best selling in retail. Unfortunately, while many products claim to be "ASONTV" they do not always have the level of TV exposure needed to justify use of the phrase. Consumers calling in to order are voting for the most popular products with their wallets. The more revenue ASONTV marketers generate, the more TV time they can afford to purchase. So, it makes sense that the most popular products are those being advertised the most. If retailers pick the right products, the ASONTV category can be incredibly lucrative. However, determining which products are being advertised the most can be challenging. This is where DRMetrix comes in providing retailers with the industry's most accurate ASONTV research data which is free for brick and mortar retail organizations.

As a next step, we recommend downloading DRMetrix's free retail white paper that explains why ASONTV research has historically been so unreliable. You can get a copy by visiting www.drmetrix.com/retailers and clicking to download our "How to increase retail sales of ASONTV product" white paper.

Send an email to info@drmetrix.com and we'll be happy to set your team up with free access to our AdSphere reporting system and begin sending you weekly reports so that you can keep your fingers on the pulse of the ASONTV industry. This service normally costs between \$12,000 - \$24,000 a year, but it's 100% FREE to qualifying retailers. Contact us today to take advantage of DRMetrix's data and insights to improve your retail business.

Retailers, if you're interested in learning how to improve retail sales of ASONTV products, please contact DRMetrix for a free subscription to our AdSphere reporting service.