# DIRECT-TO-CONSUMER TELEVISION 5 X 5 INDUSTRY STUDY

5 YEARS
5 INDUSTRY CLASSIFICATIONS.

## 2018 – 2022

AdSphere™

POWERED BY DRMETRIX
an iSpot.tv company

2022 market conditions were more accommodating for remnant direct-response (DR) television advertisers then they were in 2021.

Due to economic concerns, digitally native direct-to-consumer and brand/DR advertisers pulled back on their TV advertising expenditures in 2022 leaving an excess of inventory in national scatter. Although this benefited remnant DR advertisers, the general consensus among DR advertisers was that 2022 was a challenging year due to lower levels of consumer response.

Thank you to all of our clients/partners, your support has made this study possible.

Joseph Gray
FOUNDER

# INTRODUCTION

DRMetrix is pleased to present its latest AdSphere industry study. Five years of national cable industry trends (2018 - 2022) are provided with media expenditures across five brand classifications. In addition to monitoring 141 national cable and digital broadcast networks, DRMetrix monitored national broadcast feeds from ABC, NBC, CBS, and FOX in 2022.

Across the national cable and broadcast networks monitored, DRMetrix is reporting over $19.9 billion of national ad spend in 2022 from campaigns that ask consumers to take action, such as by visiting a website or going to an app store. Another $2 billion in spend came from direct-to-consumer household names that have dropped the mention of "dot com" or "app store" in their TV commercials such as Amazon, Doordash, Credit Karma, Carvana, etc. There were 4,222 brands who provided a way for consumers to respond to their TV advertising. 28.6 percent used traditional DR techniques such as the use of DR variations. These can be described as 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 is proven over many decades and a variety of methods are used including unique web-based promotion codes, SMS codes, QR codes, and differing phone numbers. By using DR variations, advertisers are better able to track the performance of their campaigns in real time as well as optimize their TV buys to produce the highest level of return-on-investment (ROI).

For high frequency campaigns, the use of DR variations is highly recommended. Click here to skip to the TV attribution section which includes a more detailed overview / study of this topic.

It took over ten years to build, launch, and collect the data that has contributed to this study. Since its inception in the fourth quarter of 2014, AdSphere has identified more than 16,690 direct-to-consumer brands utilizing over 127,000 unique creatives. AdSphere's database contains over 155 million airings including over 759,000 - 28.5 minute infomercial airings.

In recent years, one of the biggest drivers of direct-to-consumer advertising has been web and mobile-based companies that have discovered the power of television advertising.

Many are discovering the measurability and power of DR techniques, which include the use of DR variations and utilization of longer creative formats ranging from 60 seconds to 28.5 minutes, to drive higher levels of consumer engagement and response.

Among the many advertisers who use DR variations are household names such as CarShield, Colonial Penn, Balance of Nature, Nutrisystem, Humana, Shriners Hospitals for Children, St. Jude Children's Research Hospital, Nugenix, Relaxium Sleep, Peptiva, and ASPCA. The Adsphere™ research system tracks these and many other brands advertising across more than 190 industry categories such as beauty, fitness, home & garden, housewares & appliances, insurance, legal services and many more.

DRMetrix collects commercial occurrence data from 141 national cable and digital broadcast networks using state-of-the-art automated content recognition (ACR) and counts as 'direct-to-consumer' any ad that provides a phone number, web address, mobile SMS, QR Code or app store logo from Apple or Google.

## MEDIA VALUATION METHODOLOGY

DRMetrix has partnered with numerous agencies, as well as third party media rate aggregators, to create the industry's first rate database based on the averages of what brand-direct campaigns are paying for network daypart inventory in scatter. Major media holding companies, placing hybrid brand-direct campaigns (where DR variations are not utilized) represent the majority of the business. Understanding this, DRMetrix has created these rate metrics in order to provide the industry with a more realistic understanding of the size of the direct-to-consumer marketplace which includes brand-direct as well as DR types of campaigns. DRMetrix has also collaborated with leading long form (infomercial) agencies and advertisers to a rate database for 28.5 minute program length advertisements. For more information regarding DRMetrix's spend methodology, please click here.
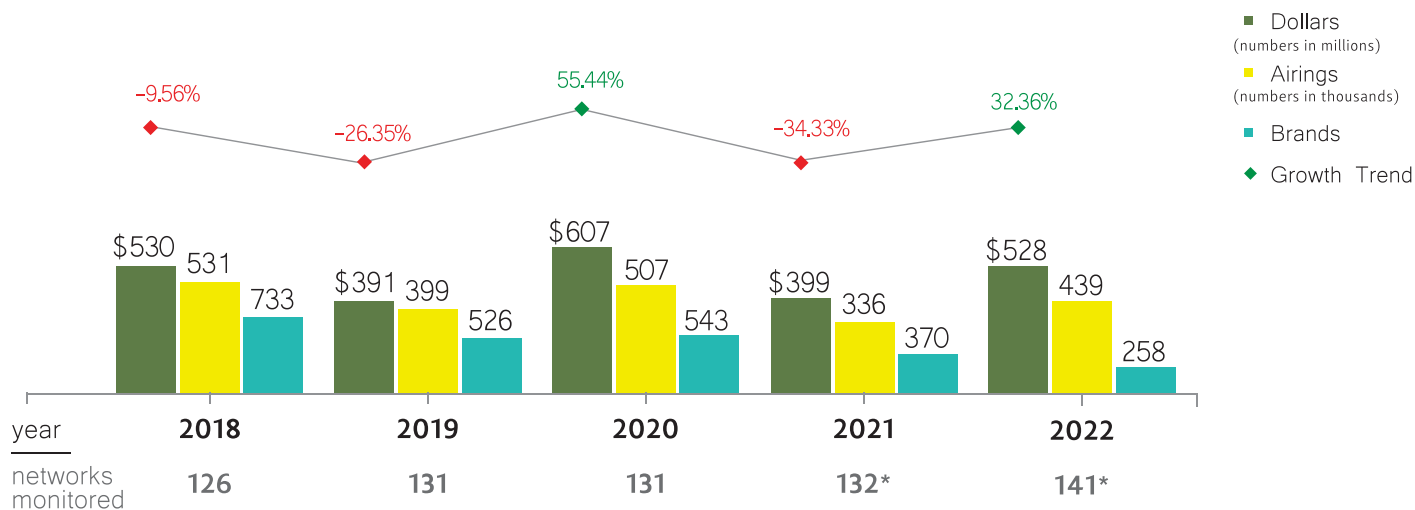
# PROJECTED EXPENDITURES BY BRAND CLASSIFICATION Using Brand-Direct ($)

## SHORT FORM PRODUCTS + 32.36% INCREASE OVER 2021.

The brand classification "Short Form Products" includes campaigns that use DR variations to better measure their advertising ROI. Creatives in this category also disclose the full price of the main product being advertised. After a difficult 2021, where this category decreased by 34.33%, this category had a nice recovery in 2022.

## NATIONAL CABLE MEDIA BILLINGS
## SHORT FORM PRODUCTS



Legend:
- Dollars (numbers in millions)
- Airings (numbers in thousands)
- Brands
- Growth Trend

Growth Trend values: −9.56%, −26.35%, 55.44%, −34.33%, 32.36%

| year | 2018 | 2019 | 2020 | 2021 | 2022 |
|------|------|------|------|------|------|
| Dollars | $530 | $391 | $607 | $399 | $528 |
| Airings | 531 | 399 | 507 | 336 | 439 |
| Brands | 733 | 526 | 543 | 370 | 258 |
| networks monitored | 126 | 131 | 131 | 132* | 141* |

Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network scatter ROS daypart inventory.

*145 Networks Monitored in 2022 – ABC, CBS, NBC, FOX leaves 141 networks
Numbers above do not include ABC, CBS, NBC, or FOX dollars

# LEAD GENERATION
# EXPERIENCES +14.30% INCREASE OVER 2021

The brand classification "Lead Generation" also includes campaigns that use DR variations but do not advertise full price points. Such campaigns include multi-pay and free-trial offers as well as free information campaigns. In terms of traditional DR classifications, Lead Generation is the largest with more than $2.25 billion in projected media valuation for 2022.

## NATIONAL CABLE MEDIA BILLINGS
## LEAD GENERATION



| year | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|
| Dollars | $2.06 | $2.14 | $2.29 | $1.96 | $2.25 |
| Airings | 2.45 | 2.46 | 2.41 | 1.82 | 2.17 |
| Brands | 1018 | 975 | 918 | 812 | 791 |
| Growth Trend | 12.73% | 3.94% | 7.07% | -14.35% | 14.30% |
| networks monitored | 126 | 131 | 131 | 132* | 141* |

Legend:
- Dollars (numbers in billions)
- Airings (numbers in millions)
- Brands
- Growth Trend

Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network scatter ROS daypart inventory.

*145 Networks Monitored in 2022 – ABC, CBS, NBC, FOX leaves 141 networks
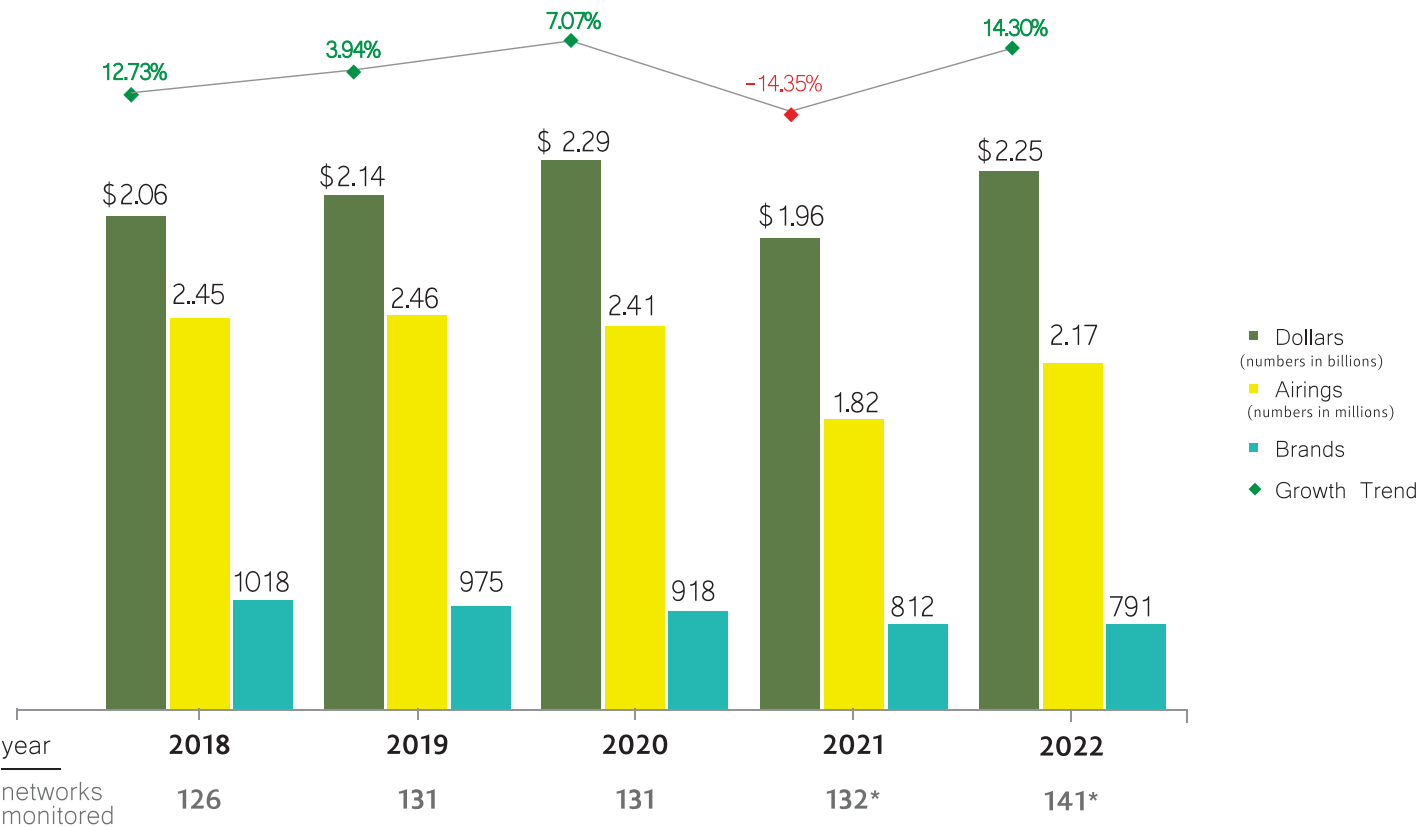Numbers above do not include ABC, CBS, NBC, or FOX dollars

# BRAND-DIRECT EXPERIENCES
# TEPID GROWTH IN 2022

Brand-Direct campaigns do not use DR variations. They use a combination of vanity web addresses and/or phone numbers, SMS, or mobile app store response components. Many of these campaigns execute a combination of DR daypart buys and program specific brand buys. DRMetrix segments these campaigns into two camps: those advertising vanity phone numbers and those using non-phone methods of response such as web and/or mobile.

## NATIONAL CABLE MEDIA BILLINGS
## BRAND-DIRECT (PHONE)



Legend:
- ■ Dollars (numbers in billions)
- ■ Airings (numbers in millions)
- ■ Brands
- ◆ Growth Trend

| | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|
| Growth Trend | 8.09% | 9.36% | 4.55% | −0.5% | −7.54% |
| Dollars | $3.35 | $3.67 | $3.83 | $3.82 | $3.53 |
| Airings | 1.97 | 2.06 | 2.06 | 2.16 | 2.35 |
| Brands | 516 | 470 | 457 | 416 | 462 |
| year | 2018 | 2019 | 2020 | 2021 | 2022 |
| networks monitored | 126 | 131 | 131 | 132* | 141* |

Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network scatter ROS daypart inventory.

*145 Networks Monitored in 2022 – ABC, CBS, NBC, FOX leaves 141 networks
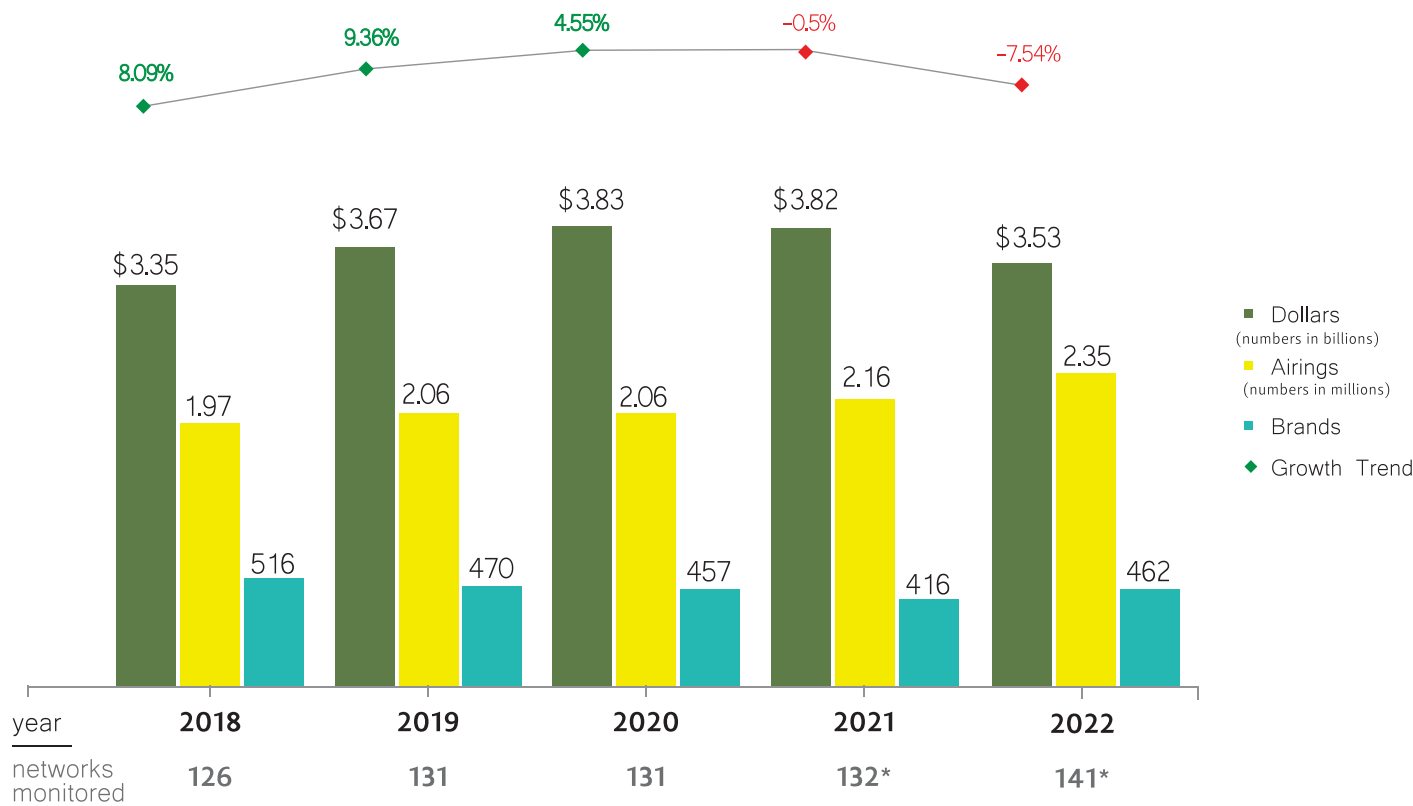Numbers above do not include ABC, CBS, NBC, or FOX dollars

# NATIONAL CABLE MEDIA EXPENDITURES
## BRAND-DIRECT (WEB/MOBILE)
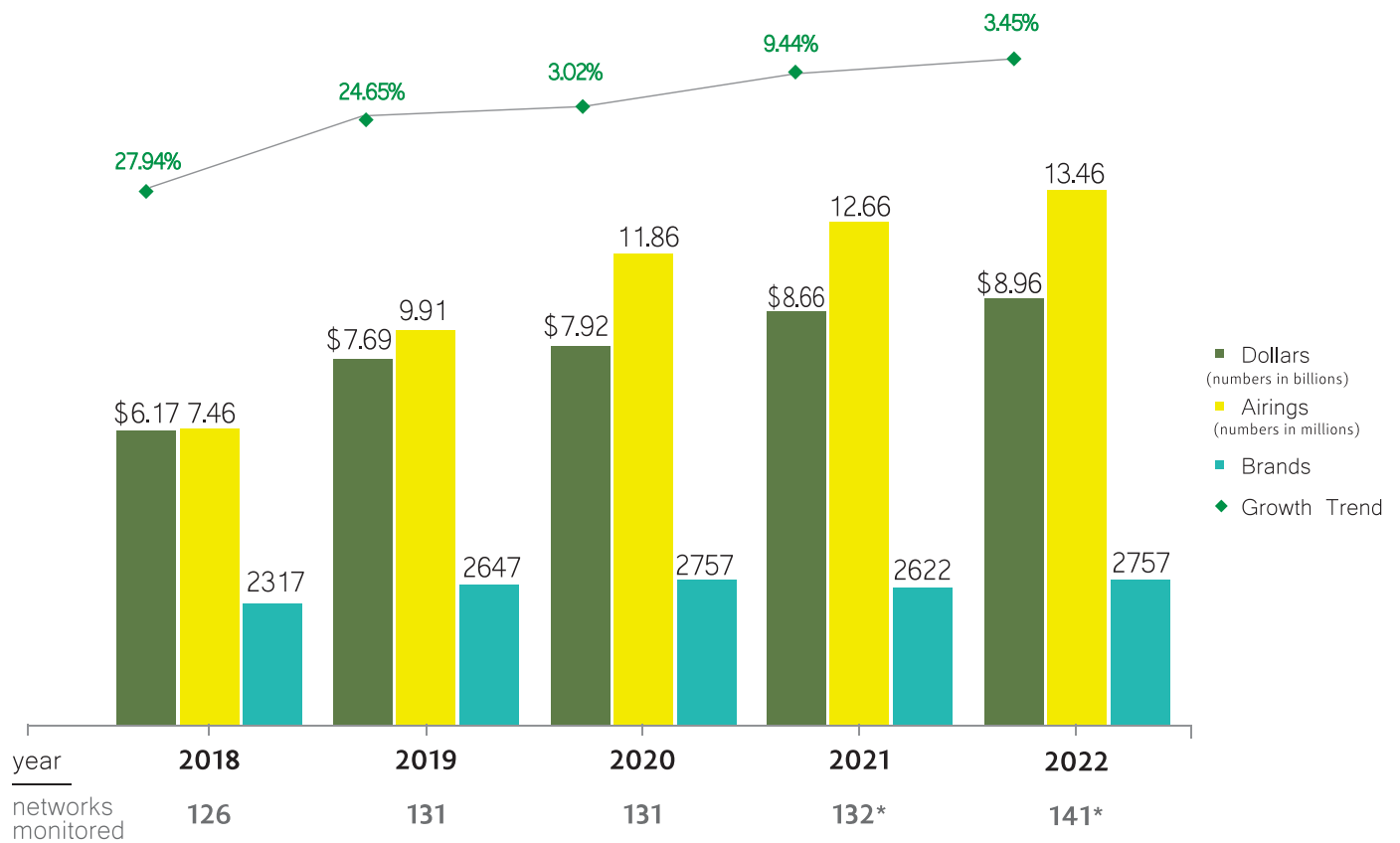


| year | **2018** | **2019** | **2020** | **2021** | **2022** |
|---|---|---|---|---|---|
| networks monitored | **126** | **131** | **131** | **132\*** | **141\*** |

Dollars (numbers in billions)

2018: $6.17, 7.46, 2317 — 27.94%
2019: $7.69, 9.91, 2647 — 24.65%
2020: $7.92, 11.86, 2757 — 3.02%
2021: $8.66, 12.66, 2622 — 9.44%
2022: $8.96, 13.46, 2757 — 3.45%

Legend:
- Dollars (numbers in billions)
- Airings (numbers in millions)
- Brands
- Growth Trend

Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network scatter ROS daypart inventory.

*145 Networks Monitored in 2022 – ABC, CBS, NBC, FOX leaves 141 networks
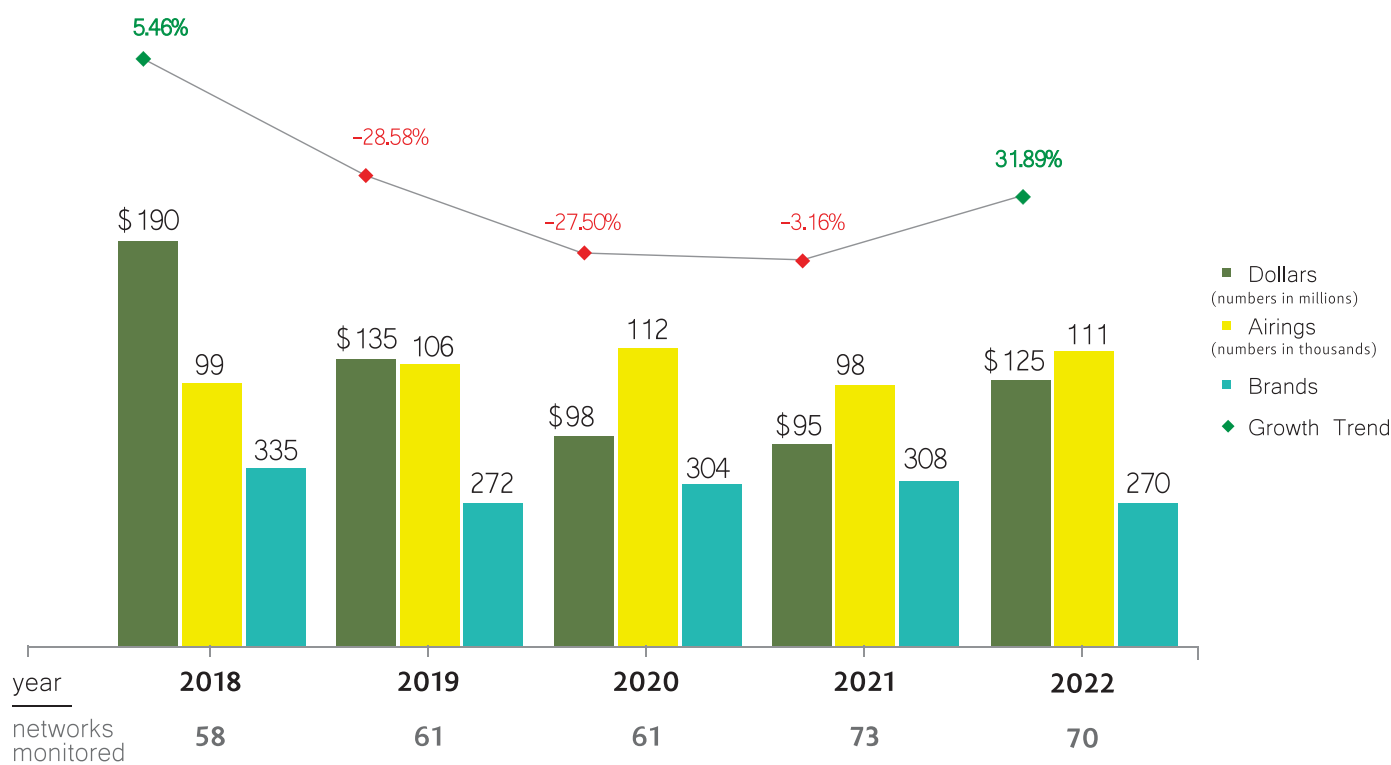Numbers above do not include ABC, CBS, NBC, or FOX dollars

# LONG FORM (28.5m)
# +31.89% INCREASE OVER 2021

Our last brand classification is Long Form, which consists of creatives using the 28.5-minute infomercial format. In 2022, only a portion of the networks monitored by DRMetrix (70) offer inventory for this format. This category had a nice recovery in 2022 after 3 consecutive years of declines.

## NATIONAL CABLE MEDIA EXPENDITURES
## LONG FORM (28.5 m)



Legend:
- Dollars (numbers in millions)
- Airings (numbers in thousands)
- Brands
- Growth Trend

| year | 2018 | 2019 | 2020 | 2021 | 2022 |
|------|------|------|------|------|------|
| Dollars | $190 | $135 | $98 | $95 | $125 |
| Airings | 99 | 106 | 112 | 98 | 111 |
| Brands | 335 | 272 | 304 | 308 | 270 |
| Growth Trend | 5.46% | -28.58% | -27.50% | -3.16% | 31.89% |
| networks monitored | 58 | 61 | 61 | 73 | 70 |

# AGGREGATE MEDIA EXPENDITURES
# FOR ALL 5 BRAND CLASSIFICATIONS

DRMetrix is reporting a tepid YOY growth for 2022 at 3.02 percent but this number can be a bit misleading since brand/DR advertisers pay substantially more for media than remnant DR advertisers. Within AdSphere™ the same rates are reported at the network/ daypart level while also considering the break type. With remnant DR advertisers buying more units YOY in 2022, the actual revenue realized by media companies was actually lower than in 2021. Overall, estimated national cable media expenditures increased to $15.4 billion in 2022.

Note: DRMetrix reports that direct-to-consumer expenditures on national broadcast (ABC, CBS, NBC, and FOX) were an additional 4.5 billion in 2022.
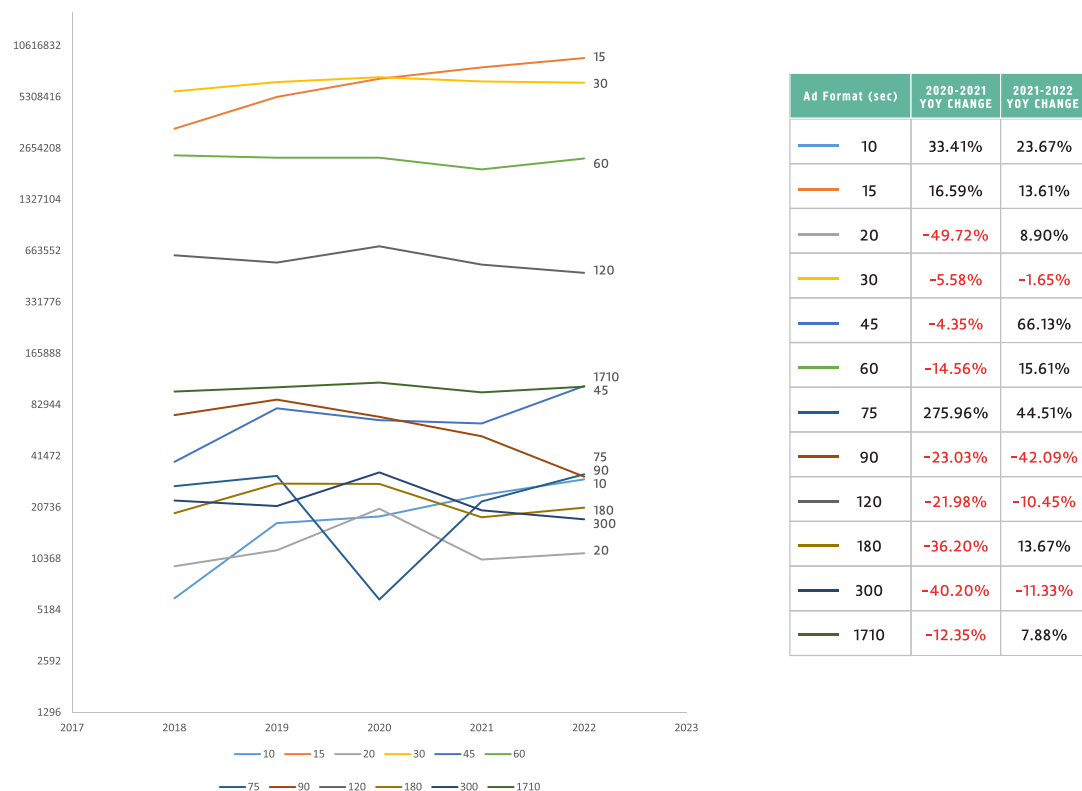
## NATIONAL CABLE MEDIA BILLINGS
## OVERALL TOTAL
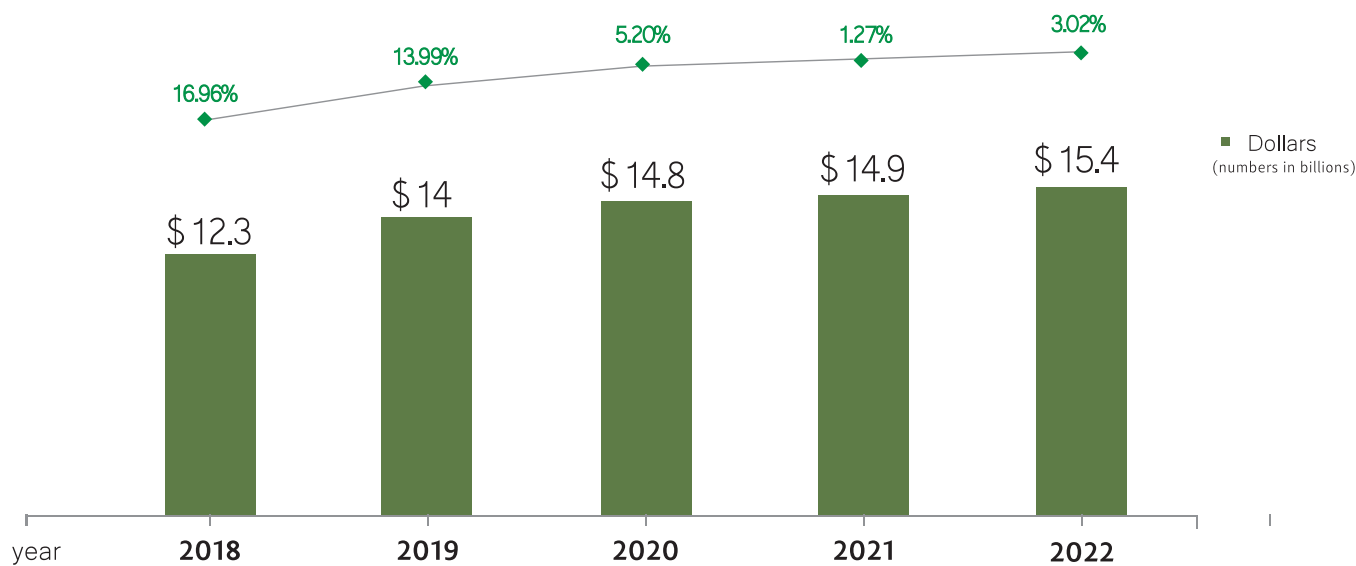


Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network scatter ROS daypart inventory.

The following chart shows the ad unit growth for various creative formats from 2018-2022



| Ad Format (sec) | | 2020-2021 YOY CHANGE | 2021-2022 YOY CHANGE |
|---|---|---|---|
| | 10 | 33.41% | 23.67% |
| | 15 | 16.59% | 13.61% |
| | 20 | -49.72% | 8.90% |
| | 30 | -5.58% | -1.65% |
| | 45 | -4.35% | 66.13% |
| | 60 | -14.56% | 15.61% |
| | 75 | 275.96% | 44.51% |
| | 90 | -23.03% | -42.09% |
| | 120 | -21.98% | -10.45% |
| | 180 | -36.20% | 13.67% |
| | 300 | -40.20% | -11.33% |
| | 1710 | -12.35% | 7.88% |

There were a few formats that experienced rather significant growth and/or declines in 2022.

The use of 45s units is up 66.13% with the largest use cases being for Pharma advertisers.

| Brand Name | Advertiser | Airings | Spend ($) |
|---|---|---|---|
| Latuda | Sunovion Pharmaceuticals | 20,547 | 65,200,673 |
| Stelara | Johnson & Johnson Consumer | 16,351 | 57,460,350 |
| Otezla | Amgen | 13,530 | 38,193,074 |
| Trulicity | Eli Lilly and Company | 7,049 | 33,863,102 |
| Tremfya | Johnson & Johnson Consumer | 6,809 | 24,687,321 |
| Xiidra | Takeda Pharmaceuticals | 8,151 | 19,048,460 |
| Eliquis | Bristol-Myers Squibb | 3,343 | 13,969,272 |
| Linzess | Ironwood Pharmaceuticals | 8,139 | 11,866,869 |
| Entyvio | Takeda Pharmaceuticals | 4,601 | 11,409,718 |
| Qulipta | AbbVie | 2,578 | 9,448,094 |
| Lo Loestrin Fe | AbbVie | 7,754 | 8,885,322 |
| Mavyret | AbbVie | 3,578 | 6,919,340 |
| Jublia | Bausch Health Companies | 1,531 | 6,315,030 |
| New Day USA | NewDay Financial | 1,360 | 4,564,319 |
| Cosentyx | Novartis | 900 | 2,326,129 |
| Krafton | Sony Interactive Entertainment America | 47 | 274,026 |

75s units continued to grow at 44.51% YOY with 4 Pharma advertisers representing the vast majority of usage.

| Brand Name | Advertiser | Airings | Spend ($) |
|---|---|---|---|
| Ozempic | Novo Nordisk | 20,239 | 163,333,691 |
| Opdivo + Yervoy | Bristol-Myers Squibb | 5,601 | 39,261,708 |
| Verzenio | Eli Lilly and Company | 4,015 | 20,135,156 |
| Gardasil 9 | Merck Sharp & Dohme | 2,553 | 12,290,767 |
| Paramount+ | ViacomCBS | 102 | 180,505 |
| Noggin | ViacomCBS | 112 | 143,989 |
| Ocrevus | Genentech | 3 | 18,271 |
| Stage 29 Podcast Productions | ViacomCBS | 2 | 2,965 |

90s units dropped in frequency by 42.09% YOY. The largest cause of decline being a small number of Pharma advertisers who pulled back on use of the format.

| Brand Name | Advertiser | Airings | Spend ($) |
|---|---|---|---|
| Colonial Penn | Colonial Penn Life Insurance | 13,278 | 52,584,958 |
| Dovato | ViiV Healthcare Company | 8,400 | 51,267,627 |
| Keytruda | Merck Sharp & Dohme | 4,709 | 43,049,153 |
| QUVIVIQ | Idorsia Pharmaceuticals | 745 | 16,894,648 |
| St. Jude Children's Research Hospital | St Jude Children's Research Hospital | 2,169 | 9,444,592 |
| Apretude | ViiV Healthcare Company | 1,870 | 9,231,038 |
| Miracle Ear | Miracle-Ear | 1,888 | 4,998,684 |
| Renewal by Anderson Window Treatment | Renewal by Andersen | 41 | 1,884,734 |
| Carefree Dental Card | Coverdell & Company | 898 | 1,388,387 |
| ASPCA | American Society for the Prevention of Cruelty... | 216 | 1,025,990 |
| Humana - Medicare | Humana Insurance | 225 | 518,915 |
| Tory Burch Foundation | Tory Burch Foundation | 622 | 459,539 |
| Humana - Dental | Humana Insurance | 168 | 339,877 |
| NFL | Everfi | 7 | 276,481 |
| Noggin | ViacomCBS | 164 | 235,302 |
| Shriners Hospitals for Children | Shriners International | 12 | 233,277 |

# PROJECTED EXPENDITURES BY MASTER CATEGORY (2018 - 2022)

Over the next few pages, we're proud to present 2018 - 2022 projected media expenditures by brand classification across 20 industry categories. In the AdSphere research system, each of these master industry categories include numerous nested subcategories that number over 190. For example, under the master category Beauty, Hygiene & Personal Care, there are subcategories for Beauty Shops/Salons, Cosmetics & Skin Care, Hair Restoration Products, Hair Styling Accessories, Oral Hygiene Products, and Personal Grooming & Supplies. Under the master category Legal Services there are subcategories for Bankruptcy, General, Personal Injury, and Tort & Class Action.

Within AdSphere, one can study campaigns across any of these 190 category/subcategory combinations to understand spend levels, the ranking of network/dayparts based on share of category dollars, and even study the best performing creative executions.

| INDUSTRY  CATEGORY  - SHORT FORM PRODUCTS | | | | | |
|---|---|---|---|---|---|
| MASTER CATEGORIES | 2018 | 2019 | 2020 | 2021 | 2022 |
| Beauty, Hygiene & Personal Care | 223,573,174 | 155,316,654 | 168,938,197 | 93,195,806 | 78,730,229 |
| Communications | 6,197 | 1,038,437 | 1,946,388 | 869,480 | 1,851,482 |
| Drug & Toiletry | 257,633 | 30,021 | 463,361 | 182,184 | 0 |
| Education | 33,282 | 0 | 0 | 139,232 | 0 |
| Electronic & Software | 21,068,241 | 13,156,247 | 16,782,303 | 9,474,572 | 2,076,185 |
| Entertainment Venues | 0 | 0 | 0 | 0 | 0 |
| Financial | 28,737 | 0 | 789,089 | 534,785 | 204,650 |
| Health & Fitness | 83,252,209 | 95,133,618 | 206,329,194 | 140,206,297 | 148,506,017 |
| Home & Garden | 38,690,893 | 28,274,964 | 57,246,482 | 58,808,306 | 114,466,942 |
| Housewares & Appliances | 78,364,414 | 56,667,318 | 99,179,866 | 84,814,746 | 140,088,192 |
| Insurance | 0 | 0 | 0 | 0 | 0 |
| Legal Services | 0 | 0 | 0 | 0 | 0 |
| Miscellaneous | 81,268,229 | 39,380,637 | 88,430,826 | 33,243,268 | 44,768,708 |
| Music and Video | 3,928,239 | 1,733,914 | 1,871,566 | 1,108,221 | 1,383,815 |
| Online Services  & Shopping | 18,153 | 0 | 29,909 | 0 | 0 |
| Public Service | 0 | 0 | 3,335,135 | 0 | 1,987,069 |
| Retail, Restaurant & Food Venues | 0 | 0 | 0 | 0 | 0 |
| Transportation (Sales and Repair) | 0 | 0 | 61,628 | 0 | 14,757 |
| Travel, Vacation and Hotel | 0 | 0 | 0 | 0 | 0 |
| Sports (New) | 0 | 0 | 0 | 0 | 0 |
|  |  |  |  |  |  |
|  | 530,489,403 | 390,731,811 | 645,403,944 | 422,576,897 | 534,078,046 |

## INDUSTRY CATEGORY - LEAD GENERATION

| MASTER CATEGORIES | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|
| Beauty, Hygiene & Personal Care | 79,346,883 | 63,006,797 | 47,210,482 | 26,929,765 | 28,526,954 |
| Communications | 19,805,931 | 7,901,969 | 18,195,594 | 21,257,707 | 17,601,311 |
| Drug & Toiletry | 12,747,777 | 22,645,846 | 13,654,687 | 5,379,949 | 14,251,755 |
| Education | 66,487,714 | 45,585,181 | 21,069,300 | 8,138,573 | 8,949,955 |
| Electronic & Software | 48,790,186 | 44,461,814 | 28,796,760 | 22,288,048 | 22,988,698 |
| Entertainment Venues | 3,052,737 | 4,683,066 | 4,495,072 | 3,315,304 | 3,555,720 |
| Financial | 183,487,313 | 215,594,224 | 283,717,343 | 221,381,783 | 178,484,959 |
| Health & Fitness | 723,364,352 | 591,529,142 | 537,861,218 | 479,736,676 | 605,784,780 |
| Home & Garden | 97,700,051 | 102,538,188 | 106,269,496 | 109,382,549 | 145,071,818 |
| Housewares & Appliances | 11,906,906 | 48,552,956 | 37,458,274 | 24,700,175 | 11,069,927 |
| Insurance | 380,511,396 | 546,493,882 | 869,420,881 | 893,150,796 | 735,557,980 |
| Legal Services | 86,130,208 | 149,111,243 | 131,697,963 | 110,365,313 | 271,686,552 |
| Miscellaneous | 125,599,909 | 95,043,894 | 87,544,892 | 63,916,989 | 65,396,177 |
| Music and Video | 5,596 | 11,046 | 0 | 0 | 2,809 |
| Online Services & Shopping | 25,462,072 | 40,470,320 | 66,932,494 | 35,332,942 | 28,493,817 |
| Public Service | 160,646,552 | 132,949,329 | 218,567,509 | 239,962,174 | 214,044,270 |
| Retail, Restaurant & Food Venues | 0 | 5,285,932 | 0 | 0 | 0 |
| Transportation (Sales and Repair) | 9,121,678 | 10,224,043 | 5,096,206 | 7,035,257 | 19,201,667 |
| Travel, Vacation and Hotel | 26,948,174 | 16,268,463 | 7,074,940 | 5,900,520 | 4,594,666 |
| Sports (New) | 0 | 0 | 0 | 0 | 0 |
| | | | | | |
| | 2,061,115,434 | 2,142,357,336 | 2,485,063,111 | 2,278,174,520 | 2,375,263,815 |

## INDUSTRY CATEGORY - BRAND/DR (PHONE)

| MASTER CATEGORIES | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|
| Beauty, Hygiene & Personal Care | 24,462,201 | 2,989,230 | 15,079,832 | 908,021 | 16,620,028 |
| Communications | 153,859,866 | 82,066,840 | 61,910,182 | 77,818,024 | 163,112,128 |
| Drug & Toiletry | 1,838,960,127 | 2,230,303,461 | 3,847,652,235 | 4,488,783,744 | 3,576,366,626 |
| Education | 54,305,876 | 12,677,384 | 22,453,876 | 3,000,067 | 5,083,987 |
| Electronic & Software | 15,791,739 | 32,773,380 | 113,229,439 | 85,332,081 | 53,325,538 |
| Entertainment Venues | 343,939 | 415,053 | 764,527 | 236,477 | 137,810 |
| Financial | 60,487,016 | 45,601,331 | 44,146,097 | 32,054,498 | 59,759,085 |
| Health & Fitness | 144,976,179 | 138,914,999 | 174,636,905 | 121,204,234 | 99,267,515 |
| Home & Garden | 109,722,087 | 77,031,778 | 122,435,801 | 116,621,578 | 161,934,529 |
| Housewares & Appliances | 11,892,652 | 2,359,504 | 21,793,737 | 31,599,725 | 18,638,614 |
| Insurance | 718,187,445 | 801,950,272 | 1,126,117,770 | 1,427,278,939 | 1,110,551,263 |
| Legal Services | 1,900,131 | 1,211,550 | 3,228,545 | 11,126,565 | 3,341,057 |
| Miscellaneous | 41,773,316 | 48,588,166 | 47,438,666 | 63,600,441 | 81,198,159 |
| Music and Video | 142,487 | 0 | 534,151 | 526 | 40,118 |
| Online Services & Shopping | 15,268,242 | 14,282,316 | 8,515,297 | 25,990,778 | 35,192,567 |
| Public Service | 38,883,955 | 36,424,956 | 67,744,652 | 29,626,428 | 57,045,949 |
| Retail, Restaurant & Food Venues | 8,554,090 | 136,355 | 8,655,937 | 432 | 139,494 |
| Transportation (Sales and Repair) | 42,163,088 | 56,582,342 | 23,969,640 | 46,398,323 | 9,720,197 |
| Travel, Vacation and Hotel | 72,535,476 | 83,822,628 | 63,595,055 | 65,870,368 | 55,074,103 |
| Sports (New) | 0 | 0 | 0 | 0 | 1,779,528 |
| | | | | | |
| | 3,354,209,912 | 3,668,131,547 | 5,773,902,344 | 6,627,451,249 | 5,508,328,295 |

## INDUSTRY CATEGORY - BRAND/DR (WEB/MOBILE)

| MASTER CATEGORIES | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|
| Beauty, Hygiene & Personal Care | 138,164,196 | 171,256,012 | 268,294,994 | 306,303,800 | 332,425,883 |
| Communications | 270,600,273 | 263,115,310 | 604,346,376 | 843,370,505 | 900,427,153 |
| Drug & Toiletry | 149,922,899 | 240,536,698 | 447,024,483 | 433,130,421 | 841,596,154 |
| Education | 205,076,792 | 205,584,153 | 297,158,171 | 229,442,401 | 226,108,994 |
| Electronic & Software | 384,112,330 | 440,969,432 | 1,056,633,787 | 1,070,148,242 | 1,150,152,987 |
| Entertainment Venues | 31,780,959 | 27,118,763 | 15,802,336 | 21,148,987 | 123,054,194 |
| Financial | 384,490,589 | 553,535,231 | 828,897,952 | 948,306,878 | 1,019,631,373 |
| Health & Fitness | 501,660,426 | 726,956,792 | 881,163,439 | 1,174,485,861 | 1,146,261,221 |
| Home & Garden | 439,179,380 | 599,943,564 | 608,961,739 | 515,311,746 | 550,074,715 |
| Housewares & Appliances | 264,221,925 | 298,731,989 | 320,771,786 | 339,289,079 | 410,258,142 |
| Insurance | 293,934,937 | 477,223,146 | 1,029,295,160 | 826,177,229 | 603,169,470 |
| Legal Services | 15,391,707 | 5,365,927 | 14,374,620 | 24,141,647 | 18,305,013 |
| Miscellaneous | 1,255,771,889 | 1,488,996,416 | 1,670,197,737 | 1,729,953,241 | 1,831,809,307 |
| Music and Video | 9,758,612 | 7,924,122 | 63,090,761 | 27,383,732 | 25,217,551 |
| Online Services & Shopping | 287,851,624 | 328,323,299 | 876,725,669 | 879,927,390 | 511,838,349 |
| Public Service | 302,756,605 | 303,696,758 | 667,484,532 | 346,880,910 | 311,641,994 |
| Retail, Restaurant & Food Venues | 436,267,691 | 619,573,864 | 1,672,286,294 | 1,479,295,914 | 1,114,110,026 |
| Transportation (Sales and Repair) | 208,432,832 | 275,692,164 | 359,065,526 | 406,553,769 | 410,946,615 |
| Travel, Vacation and Hotel | 580,969,105 | 648,075,329 | 255,966,399 | 234,674,172 | 437,227,093 |
| Sports (New) | 0 | 0 | 0 | 0 | 23,170,321 |
| | | | | | |
| | 6,160,344,771 | 7,682,618,966 | 11,937,541,761 | 11,835,925,924 | 11,987,426,555 |

## INDUSTRY CATEGORY - LONG FORM (28.5 m)

| MASTER CATEGORIES | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|
| Beauty, Hygiene & Personal Care | 41,041,550 | 27,907,992 | 20,493,739 | 11,371,977 | 24,305,783 |
| Communications | 0 | 1,221 | 444,294 | 194,629 | 741,950 |
| Drug & Toiletry | 0 | 0 | 0 | 0 | 11,156 |
| Education | 2,598,085 | 1,810,955 | 244,171 | 0 | 0 |
| Electronic & Software | 1,584,844 | 1,136,194 | 559,349 | 345,875 | 283,412 |
| Entertainment Venues | 0 | 0 | 0 | 0 | 0 |
| Financial | 9,142,549 | 3,231,653 | 2,922,612 | 2,967,256 | 6,450,892 |
| Health & Fitness | 46,214,069 | 33,432,728 | 24,955,166 | 20,961,996 | 27,108,319 |
| Home & Garden | 7,439,391 | 6,572,055 | 5,004,337 | 3,393,028 | 4,177,790 |
| Housewares & Appliances | 41,745,252 | 28,288,099 | 21,481,364 | 15,648,317 | 25,035,462 |
| Insurance | 4,918,677 | 5,705,643 | 6,606,043 | 3,127,778 | 10,447,967 |
| Legal Services | 57,261 | 851,184 | 1,674,284 | 1,278,357 | 6,371,029 |
| Miscellaneous | 16,277,150 | 13,374,117 | 10,409,470 | 6,094,345 | 10,821,433 |
| Music and Video | 5,051,295 | 3,078,888 | 3,243,358 | 2,356,477 | 2,614,727 |
| Online Services & Shopping | 11,991,016 | 8,817,794 | 2,370,706 | 0 | 6,763,018 |
| Public Service | 1,425,691 | 1,192,099 | 935,510 | 1,704,597 | 4,215,759 |
| Retail, Restaurant & Food Venues | 0 | 0 | 0 | 0 | 0 |
| Transportation (Sales and Repair) | 0 | 0 | 0 | 23,777 | 87,155 |
| Travel, Vacation and Hotel | 0 | 0 | 0 | 0 | 0 |
| Sports (New) | 0 | 0 | 0 | 0 | 0 |
| | | | | | |
| | 189,486,831 | 135,400,623 | 101,344,403 | 69,468,409 | 129,435,852 |

# 2022 TOP 10 BRANDS
# BY BRAND CLASSIFICATION

## Short Form Products

| | |
|---|---|
| Copper Fit Arch Relief Plus | $28,152,915 |
| Omega XL | $21,658,624 |
| GraniteStone Nutriblade Knives | $20,705,525 |
| Luminess Breeze Airbrush | $17,143,682 |
| Nano Advanced Hearing Technology | $16,439,390 |
| MicroTouch Titanium Max | $15,618,235 |
| AquaCare | $14,841,336 |
| Copper Fit Energy Socks | $14,731,669 |
| GraniteStone / GraniteRock | $14,063,101 |
| GraniteStone Blue | $13,233,034 |

## Lead Generation

| | |
|---|---|
| CarShield | $127,519,632 |
| Colonial Penn | $121,747,961 |
| Balance of Nature | $83,013,436 |
| Medicare Advantage Advisors | $77,240,469 |
| Nutrisystem | $69,475,981 |
| Ideal Agent | $58,809,258 |
| Medicare Coverage Helpline | $58,286,670 |
| Humana - Medicare | $57,388,179 |
| Shriners Hospitals for Children | $56,538,721 |
| St. Jude Children's Res. Hosp. | $50,421,178 |

## Brand/DR (Phone)

| | |
|---|---|
| Liberty Mutual | $344,568,721 |
| Progressive | $264,513,179 |
| Rinvoq | $248,452,127 |
| Allstate | $244,046,472 |
| Dupixent | $240,665,141 |
| Ozempic | $163,369,816 |
| Jardiance | $139,716,097 |
| Rybelsus | $125,259,904 |
| State Farm | $120,075,502 |
| Rexulti | $107,023,990 |

## Brand/DR (Web / Mobile)

| | |
|---|---|
| Geico | $291,306,908 |
| Subway | $174,065,116 |
| Kohl's | $148,953,129 |
| T-Mobile | $130,162,466 |
| Domino's | $122,918,669 |
| Progressive | $110,410,698 |
| Indeed | $106,554,956 |
| Disney+ | $106,269,298 |
| Golo | $105,308,878 |
| Skyrizi | $101,186,496 |

## Long Form

| | |
|---|---|
| Luminess Breeze Airbrush | $7,547,294 |
| LifeLock by Norton | $6,635,982 |
| Humana- Medicare | $5,438,555 |
| Home Title Lock | $4,825,599 |
| CarShield | $4,704,547 |
| Meaningful Beauty Supreme System | $4,541,137 |
| Total Gym | $4,453,982 |
| Omega XL | $4,278,073 |
| Nuwave OxyPure Air Filter | $2,764,070 |
| Inogen One | $2,746,842 |

Note: Projected expenditures are based on the average of what Brand/DR advertisers are paying for network daypart inventory

# TV ATTRIBUTION

In offline linear television, many advertisers use traditional ratings as a guide to purchase television time. For many decades, a different approach has been used by DR advertisers who engage consumers to respond to their commercials and track responses back to specific networks and dayparts.

DR agencies have long studied the correlation between consumer response, ratings data, and resulting return on advertising spend. It has been proven that ratings data does not correlate and can not be used to reliably optimize a DR campaign. Further, DR agencies have discovered that some television attribution solutions, based on web spike analysis, are highly inaccurate when it comes to properly attributing consumer response to specific linear television networks.

These are some of the reasons why many consumer-response brands continue to use DR variations as an important part of their attribution and media optimization strategy. This time proven practice has been around for decades. A more modern example would be QR codes that are starting to appear in TV commercials. QR codes support embedded data such as network codes, etc., making them particularly useful for TV attribution.

Whether using QR codes, differing phone, web, or SMS variants, the goal is always the same - to attribute responses so that media schedules can be optimized. Some of the reasons why DR advertisers prefer to use DR variations have to do with difficult problems that only DR variations can solve for.

# THE PROXIMITY OF AIRING ISSUE

If you have multiple national networks running commercial spots near one another, the attribution challenge becomes problematic. The problem is further compounded by time-shifted viewing made possible by digital-video-recorders (DVR). Estimates suggest that as many as 20-40% of consumers are watching popular TV shows up to 35 days beyond live.

Depending on the frequency of the problem, and the number of networks involved, the use of DR variations can be a viable solution to these difficult problems.

17 The chart below provides insight into the proximity of airing issue, using data from 30 of the more prominent direct-to-consumer TV campaigns not using DR variations. DRMetrix wanted to determine how often these campaigns encountered conflicts where more than one network aired within a short period of time. We used a five and a one-minute delta for the study. The five-minute delta looks back five minutes and forward five minutes from when each spot ran to determine if there were other airings for the brand on a different network. Similarly, the one-minute study looks back one minute and forward one minute. DRMetrix did not consider airings on the same network to be in conflict. For a conflict to exist, there must be at least two airings on different networks within the allotted time frame. DRMetrix also studied how many networks on average were involved when conflicts were discovered.

| Brand Name | Total Airings | 5 Minute Delta | | | 1 Minute Delta | | |
|---|---|---|---|---|---|---|---|
| | | Airings with Network Conflicts (Within Delta) | Conflict Percentage | Number of Network Conflicts (Average) | Airings with Network Conflicts (Within Delta) | Conflict Percentage | Number of Network Conflicts (Average) |
| 4 imprint | 209719 | 187809 | 89.55% | 11.78 | 92441 | 44.08% | 2.97 |
| Subway | 147217 | 115773 | 78.64% | 6.16 | 43515 | 29.56% | 2.49 |
| BetterHelp | 141241 | 117710 | 83.34% | 8.78 | 52485 | 37.16% | 2.77 |
| Nuts.com | 133089 | 99873 | 75.04% | 5.41 | 36117 | 27.14% | 2.43 |
| Upgrade | 129125 | 101441 | 78.56% | 6.33 | 39194 | 30.35% | 2.52 |
| Indeed | 127236 | 105974 | 83.29% | 8.38 | 45408 | 35.69% | 2.68 |
| Fanatics | 126230 | 93153 | 73.80% | 4.95 | 31378 | 24.86% | 2.35 |
| Golo | 124276 | 91136 | 73.33% | 5.11 | 31403 | 25.27% | 2.39 |
| fuboTV | 119042 | 85574 | 71.89% | 4.94 | 31506 | 26.47% | 2.42 |
| Instacart | 118178 | 95695 | 80.98% | 7.68 | 41824 | 35.39% | 2.74 |
| Safelite Auto Glass | 113062 | 87541 | 77.43% | 6.64 | 34199 | 30.25% | 2.54 |
| Chime | 110083 | 75377 | 68.47% | 4.49 | 25754 | 23.40% | 2.38 |
| GO2 Bank | 104310 | 72583 | 69.58% | 4.4 | 23135 | 22.18% | 2.28 |
| Kohl's | 103431 | 80058 | 77.40% | 6.32 | 30972 | 29.94% | 2.54 |
| Geico | 102279 | 75614 | 73.93% | 6.22 | 30169 | 29.50% | 2.6 |
| Underdog Fantasy | 97292 | 69324 | 71.25% | 5.07 | 24572 | 25.26% | 2.4 |
| Lume | 94466 | 64570 | 68.35% | 4.77 | 22604 | 23.93% | 2.42 |
| Smile Direct Club | 91547 | 67330 | 73.55% | 5.06 | 24588 | 26.86% | 2.42 |
| Warby Parker | 85176 | 52613 | 61.77% | 3.87 | 16249 | 19.08% | 2.23 |
| Scribd | 83136 | 49497 | 59.54% | 3.53 | 14274 | 17.17% | 2.21 |
| Keeps | 82509 | 47811 | 57.95% | 3.48 | 13720 | 16.63% | 2.21 |
| Chase Bank | 80645 | 62277 | 77.22% | 5.98 | 22979 | 28.49% | 2.46 |
| Home Light | 78241 | 45001 | 57.52% | 3.63 | 13653 | 17.45% | 2.25 |
| Sleep Number | 78081 | 49948 | 63.97% | 4.34 | 18178 | 23.28% | 2.42 |
| Peloton Portfolio | 75108 | 60741 | 80.87% | 7.15 | 24391 | 32.47% | 2.58 |
| Greenlight | 73145 | 42324 | 57.86% | 3.62 | 12757 | 17.44% | 2.24 |
| NetCredit | 72268 | 39171 | 54.20% | 3.52 | 11717 | 16.21% | 2.19 |
| DQ | 70642 | 51381 | 72.73% | 5.01 | 18291 | 25.89% | 2.42 |
| Quicken Loans | 68998 | 38460 | 55.74% | 3.32 | 11187 | 16.21% | 2.21 |
| Care.com | 68385 | 42974 | 62.84% | 4.22 | 13779 | 20.15% | 2.33 |

Using 4 imprint as an example, we analyzed 209,719 airings that Ad Sphere captured for 2022. Approximately 187,809 had conflicts within a 5-minute delta which is 89.55%. The average number of network conflicts was 11.78. Assuming 4 imprint is relying on traditional web-spike analysis for TV attribution, this would leave less than 10.45% of their airings unconflicted from which to build a model to accurately attribute the remaining 89.55%.

Traditional DR advertisers buy fixed network dayparts at a discount where there is little control over when spots run or which programs they air in. This is an acceptable trade off which allows the direct-to-consumer industry to buy television time at lower rates. Because of the obvious variables involved, it is difficult to model future performance based on past airings data which further supports the use of DR variations.

In conclusion, many direct-to-consumer advertisers use DR variations to dramatically improve the accuracy of their attribution and it has become an important part of their overall attribution model which includes digital attribution, multi-touch, and other methodologies.
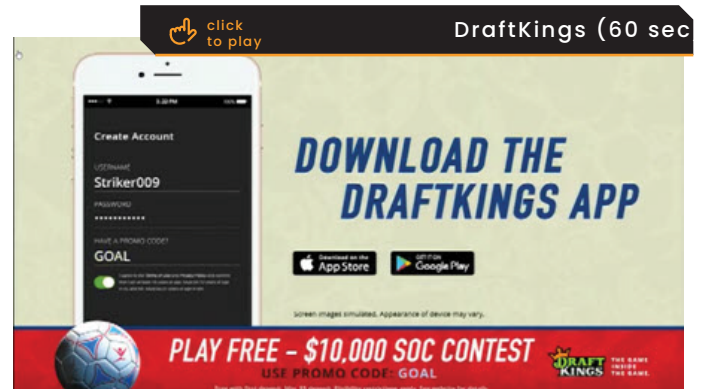
The challenges advertisers face today with linear off-line media attribution are significant enough to justify employing a combination of attribution methodologies which for many include the use of DR variations.

DRMetrix has provided some click-to-watch examples of TV creatives using DR variations on the next pages.

If your company is not currently using DR variations in your television advertising, please email DRMetrix at info@drmetrix.com for a free proximity of airing report for your brand/s.

# EXAMPLES OF DR VARIATIONS IN USE



Proflowers.com (30 sec)

A DOZEN ROSES
WITH A FREE GLASS VASE
$24.99 +s/h
$39.98

ProFlowers.com
Click mic 🎤 Code: SHIELD



Readers.com (60 sec)

Readers.com
Save up to 40%
HUNDREDS OF STYLES UNDER $20.

Coupon Code:
RR36



Caption: Graze.com (30 sec)

go to graze.com and enter ENJOY40 for a FREE box

graze
#grazebox

Offer applies to new US grazers signing up for the first time. Valid credit card or debit card required. Your free box will be a 4 snack sampler box. Deliveries can be cancelled prior to your cutoff. Full T&C's at graze.com/help/terms.

🖕 Click on images
to play spots.



DraftKings (60 sec)

Create Account
USERNAME
Striker009
PASSWORD
••••••••••
HAVE A PROMO CODE?
GOAL

DOWNLOAD THE
DRAFTKINGS APP

App Store    Google Play

Screen images simulated. Appearance of device may vary.

PLAY FREE – $10,000 SOC CONTEST    DRAFT KINGS    THE GAME INSIDE THE GAME.
USE PROMO CODE: GOAL

click to play — Force Factor Alpha King (60 se...

**FUEL PERFORMANCE**

FORCE FACTOR — GET YOUR COMPLIMENTARY BOTTLE — TEXT STEAM TO: 809809 — GNC LIVE WELL

Click on images to play spots.
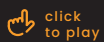


click to play — Martha & Marley Spoon (30 se...

martha & MARLEY SPOON
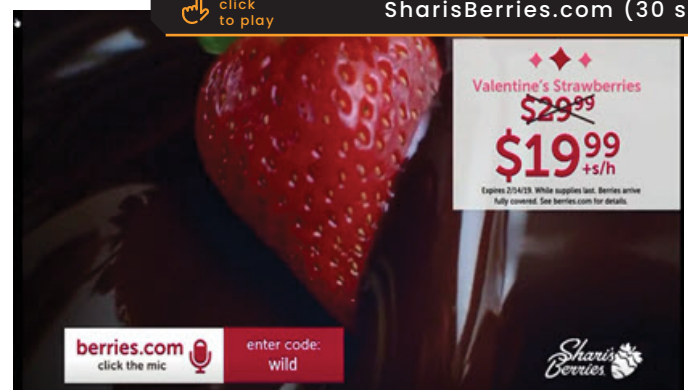
**3 FREE MEALS & FREE SHIPPING**

CODE: TV6

marleyspoon.com

Valid for new customers only with paid subscription. $30.75 value. Not valid with other offers. Delivery restrictions may apply.



click to play — Slimfast (30 se...

**TEXT "ENERGIZE" TO 44222 FOR AN EXCLUSIVE OFFER**

NEW SlimFast ADVANCED ENERGY

Message and data rates may apply



click to play — SharisBerries.com (30 se...

Valentine's Strawberries $29.99 $19.99 +s/h

Expires 2/14/19. While supplies last. Berries arrive fully covered. See berries.com for details.

berries.com — click the mic — enter code: wild — Shari's Berries

# FINAL THOUGHTS

In 2022, over 4,222 brands provided a way for consumers to respond to their TV ads. 28.6% of these brands used DR variations to make their television advertising more accountable.

As more web and mobile companies continue to migrate to television, they are often frustrated by the lack of measurement and accountability. The DR industry stands ready to help through education.

Since DR advertisers have the most accurate understanding of their television ROI, DRMetrix has worked over the past ten years to create AdSphere, the first television research system of its kind, which makes it easy for the broader direct-to-consumer industry to study these types of campaigns. Instead of relying on inadequate approaches that produce poor results, consider the value of leveraging competitive DR advertising research. DR agencies and advertisers are better positioned to optimize campaigns and allocate spend where they are measuring acceptable ROI. DR agencies optimize campaigns down to the network, daypart, program, and creative levels. Network dayparts and creatives that under-perform are discontinued while profitable media is continued. Accordingly, the actionable insights gained from competitive DR media research will lead many direct-to-consumer advertisers to make immediate changes to their media and/or creative strategy. The positive impact of these changes can be measured by direct-to-consumer advertisers.

Whether an advertiser uses DR variations or not, many can immediately benefit from AdSphere research data to dramatically improve their key-performance-indicators (KPIs). See [www.drmetrix.com/knowROI](www.drmetrix.com/knowROI) for more information.

Beyond more effective attribution, DR advertisers are vastly more successful in creating commercial campaigns that perform and generate ROI. Accurate measurement from the use of DR variations breeds success.

Industry legend, David Ogilvy, the man who many consider the father of modern advertising, said as much in a famous speech from the 1960's entitled, "We sell or else". Ogilvy lauded the value of DR advertising and predicted the worlds of DR and general advertising were on a collision course.

He recognized that longer ad formats were more effective than shorter formats and that DR advertisers were unique in their ability to determine which aspects of their television buys were actually working.

Ogilvy also predicted that the practitioners of general advertising would one day learn from the experience of the DR industry and stated it would be within the power of DR practitioners to rescue the advertising business from its "manifold lunacies".

The learn more about the DR television industry, visit the Performance-Driven Marketing Institute (PDMI) online at www.thepdmi.com

Through this industry study, DRMetrix is hoping more advertisers will become attracted to and discover the significant advantages of using time proven DR techniques including, but not limited to, the use of DR variations and/or embracing competitive DR media research.

We look forward to continuing to help the direct-to-consumer industry through research and education.

If you are interested in learning more about the direct-response industry, or learning where ROI is found in television advertising, please contact DRMetrix for a complimentary two-week trial of AdSphere.