

Transforming the DRTV Industry

Transforming the DRTV industry, by ushering forth new levels of transparency, has been a dream of many over the years.

My personal journey started back in 2003, as a group of DRTV professionals joined together with the Direct Marketing Association to form the DMA Broadcast Council. Co-Chair Jake Weisbarth approached me to join. Jake, who had helped bring Sears and its Craftsman line into the direct response world, shared some of my frustrations about the lack of data in our industry. This led to my joining industry veteran Tim Hawthorne as co-chair of the DRTV Research Committee.

My relationship with Jake was based on a mutual drive to make a difference in the industry. We spent many hours brainstorming together on the phone and in person. Jake was a huge help and worked behind the scenes to support me as I began to work on a whitepaper to document solutions that would enable the DRTV industry to quantify itself with credible research data. How large is the industry? What are the growth trends? Who really are the top DRTV advertisers? Whether you are a retailer, marketer, or agency, these are critically important questions for which we have never had verifiable and credible data.

We needed the type of granular data that only existed at the time from companies such as TNS Media Research (now part of Kantar) and Nielsen. Our whitepaper documented the fact that neither of these companies segmented DRTV advertising from traditional. The only segmentation was based on a very narrow definition of direct response meanwhile the DRTV industry had exploded with lead generation and many other types of “call for more information” campaigns. Our whitepaper requested that TNS and Nielsen begin to flag commercials using toll-free numbers in their systems. We had great hopes that the DMA would lobby these two companies as the Broadcast Council had unanimously voted to adopt the white paper, thanks to Jake’s unflinching support. Unfortu-

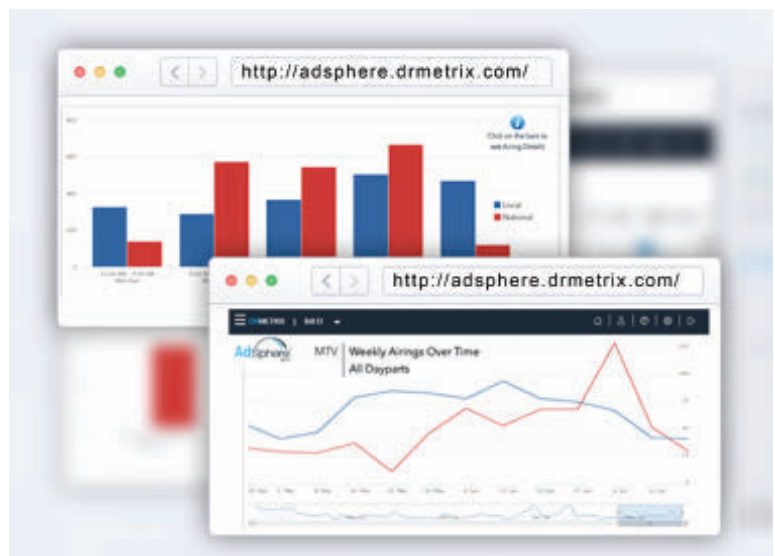


Joseph Gray
Founder, DRMetrix

nately, the DMA was never able to prevail with either TNS or Nielsen — and Jake passed away later that year from cancer at the young age of 52. I lost a kindred spirit in Jake.

Since that time, I have often reflected back on the vision we’d shared. Four years ago, I had the opportunity to try to bring that vision to life. While we dreamed of it, creating our own technology solution was simply out of reach back in 2003. Even today, I don’t believe I would have taken on the challenge and created DRMetrix without people like Jake, and many others, who have shared a common vision and encouraged me over the years.

On behalf of DRMetrix, I invite you to join us and experience the joy of exploring the DNA of Direct Response! Reserve your free one week trial of AdSphere by visiting www.drmetrix.com.



One of DRMetrix’s top offerings is AdSphere, which includes the ability to stream TV ad creatives and view airings details for campaigns across 90 networks.



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