



## **Mercury Media Announces Performance Guarantee Model**

*Leading DRTV Agency First to Offer Scalable Pay-for-Performance Model to Television Advertisers*

(Marlboro, MA) November 29, 2010— Mercury Media, the largest privately-owned, full service direct response media agency in the country, today unveiled the first scalable pay-for-performance model available to short form direct response television advertisers. Mercury Media's Performance Guarantee Model has been in development for the past three years and has been utilized by twenty agency clients across the Senior Care, Insurance, Health and Beauty, Education, Travel & Hospitality and Retail categories. "This program has proven a major success for our agency," said Mercury Media President John Barnes. "Since we began testing in 2007, our clients have spent over \$50M behind this Performance Guarantee Model."

Mercury Media draws from its collective media buying expertise and proprietary 20-year consumer response database to determine the likely success and scalability of a campaign before its launch. Historic performance data is combined with the findings from an initial media test, requiring minimal client investment, to determine what combination of advertising creative, audience targets, networks and dayparts will generate maximum consumer response. From there, Mercury Media's team can project the success and scalability of a campaign, based upon any of a range of metrics including impressions, leads or sales. Agreed upon performance targets are then guaranteed by the agency, so there is no risk to the client.

"In our Performance Guarantee Model, we shift the buying risk from the client to the agency," said Mercury Media President John Barnes. "We only recommend media spending that we are sure will make an impact and meets the client's goals. If we fall short on our performance guarantee, it hits our bottom line, but if we win, we all win."

The agency recently employed their Performance Guarantee Model for a line of personalized skincare products with great success. The campaign ran from May 2008 through December 2009 with a media budget of approximately \$11M. Mercury Media guaranteed both a cost per lead and a number of guaranteed leads scaled to the client's available budget per month. The campaign exceeded guaranteed performance targets, with cost per lead decreasing 70% after the first six months as a result of consistent media optimization. The campaign also fueled sales across Web and retail channels, generating an average of 100,000 web leads per month and retail lift of 12%.

"Mercury Media is taking this 'next' step by making our unique guarantee programs a standard offering," said Beth Vendice, President of Mercury Media's Performance Guarantee Division located in the Marlboro, MA office. "With over twenty years of direct response experience to our credit and proven, top tier national media in our arsenal, Mercury Media is in a unique position to guarantee results on a larger scale than our competitors. We are confident in our ability to take a calculated risk on behalf of our clients, whether that risk is \$2 million or \$20 million."

### **About Mercury Media**

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Santa Monica, California with offices in Marlboro, Massachusetts and Philadelphia, Pennsylvania. The agency launched the first full service Hispanic direct response specialty practice, Mercury en Español, in 2009. Established in 1989, Mercury Media specializes in long form, and short form direct response advertising and is committed to providing its clients with best-in-class measured media solutions across multiple platforms to achieve their strategic objectives and maximize their return on investment. By leveraging its unparalleled experience in direct response media and cutting edge analytics, the agency develops and executes innovative media campaigns that deliver superior results. For additional information regarding Mercury Media's clients, services and expertise please visit: [www.mercurymedia.com](http://www.mercurymedia.com) For original articles, please visit The Mercury Index Blog at [www.mercurymedia.wordpress.com](http://www.mercurymedia.wordpress.com). Follow us on Twitter: [www.twitter.com/mercurymediadr](http://www.twitter.com/mercurymediadr).