

DIRECT RESPONSE

You have one of the most powerful engagement tools in the history of the medium at your fingertips: the opportunity to communicate with your consumer and elicit immediate, direct response.

So you're running a direct response campaign. What should you try?

- 1. Integrate Search and Display.** Search and Display are two great tastes that taste even better together. Compound your success by running cross-channel!
- 2. Mobile In-Banner - Coupons.** In lean economic times, coupons are more effective than ever. Send coupons to mobile phones for direct response and great user experience!
- 3. Dealer locator.** What better way to take advantage of your positive engagement than by sending consumers directly to the nearest dealer?
- 4. Downloadables.** Make downloadable coupons and other elements available directly from the banner - instant gratification is the foundation of direct response.
- 5. Maps In-Banner.** Give users a sense of context and help them find their way to you.
- 6. In-Banner Email response.** The most direct of direct response tactics. Once you've got your consumer engaged, give them an immediate way to take action.
- 7. Talkback ads.** Put the interaction right in the banner! Talkback ads enable advertisers to moderate and reply directly in the banner unit.
- 8. Data Capture.** If you're looking for direct response, then look no further. You can collect all the pertinent data from within the ad.
- 9. In-Banner Checkout.** Take direct response one step further: safely and securely complete the entire transaction right there in the banner
- 10. Contextual Ads.** Direct response is all about relevancy and opportunity, and contextual ads put the right message in front of consumers who are actively searching.