

Direct Response

Headlines [Blanchard Schaefer Demonstrates Diligence in Digital Direct Response for Logistics Client; Earns DPAC Finalist Bid](#) Nov 16, 2009 You have to love data to be in digital direct response. Blanchard Schaefer Advertising & Public Relations, working for ATC Logistics & Electronics (ATCLE), proves in this case that not every shift in tactics brings with it the desired reward, but only repeated testing and tweaking can tell you that. ATCLE and Blanchard Schaefer graciously share their campaign-by-campaign results to attract clients for third-party logistics and supply-chain services. Their service: showing even digital data pros that digital direct response is a game of continuous improvement. [The Marlin Co. Targets Foodservice Hard-to-Gets With Bush's Baked Beans Dating Service; DPAC Digital Direct Response Finalist](#) Nov 16, 2009 While direct response has long been the mainstay for B2B marketers, digital direct response is slow to catch on. It also has to be said -- sometimes people confuse digital direct response with display acquisition strategy. (It can be easier to garner downloads than it is customers.) The Marlin Co. did something difficult in its campaign for Bush's Baked Beans; it got foodservice influentials to expand their thinking about what to serve with baked beans. And it did it, but making the meat feel lonely enough to date. [Initiative Takes Turbotax into Digital Direct Response Finals for DPAC](#) Nov 16, 2009 With digital direct response, it's all about the bottom line, and Initiative's digital direct response campaign drove 36% more Web sales than the previous year -- increasing total quarterly sales to 11 million from 8 million units. Reach was vast, mind you, spanning most major portals and the Weather Channel, but the appeal was personal, featuring individual testimonials from software users, making this campaign a clear finalist in direct response.