DIRECT-TO-CONSUMER TELEVISION 5 X 5 INDUSTRY STUDY

5 YEARS
5 INDUSTRY CLASSIFICATIONS.

2019 – 2023

AdSphere™

POWERED BY DRMETRIX
an iSpot.tv company

2023 market conditions were less accommodating for direct-to-consumer TV advertisers then they were in 2022.

Overall, television airings from direct-to-consumer advertisers were 20% higher in 2023. Given a decline in national linear inventory valuation, year-over-year, the media side experienced a projected 5.16% revenue decline over the prior year despite the increase in units.

The general consensus, among direct-to-consumer television advertisers, was a tougher national linear economic environment driven by declining 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 (2019 - 2023) are provided with media expenditures across five brand classifications. In addition to monitoring 138 national cable and digital broadcast networks, DRMetrix monitored national broadcast feeds from ABC, NBC, CBS, and FOX in 2023.

Across the national cable and broadcast networks monitored, DRMetrix is reporting over $20.3 billion of national ad spend in 2023 from campaigns that ask consumers to take action, such as visiting a website or going to an app store. 2.8 billion of that 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 4,636 brands who provided a way for consumers to respond to their TV advertising. Over 25% of these brands used traditional direct response (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 17,480 direct-to-consumer brands utilizing over 142,889 unique creatives. AdSphere's database contains over 174 million airings including over 931,000 - 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 138 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.
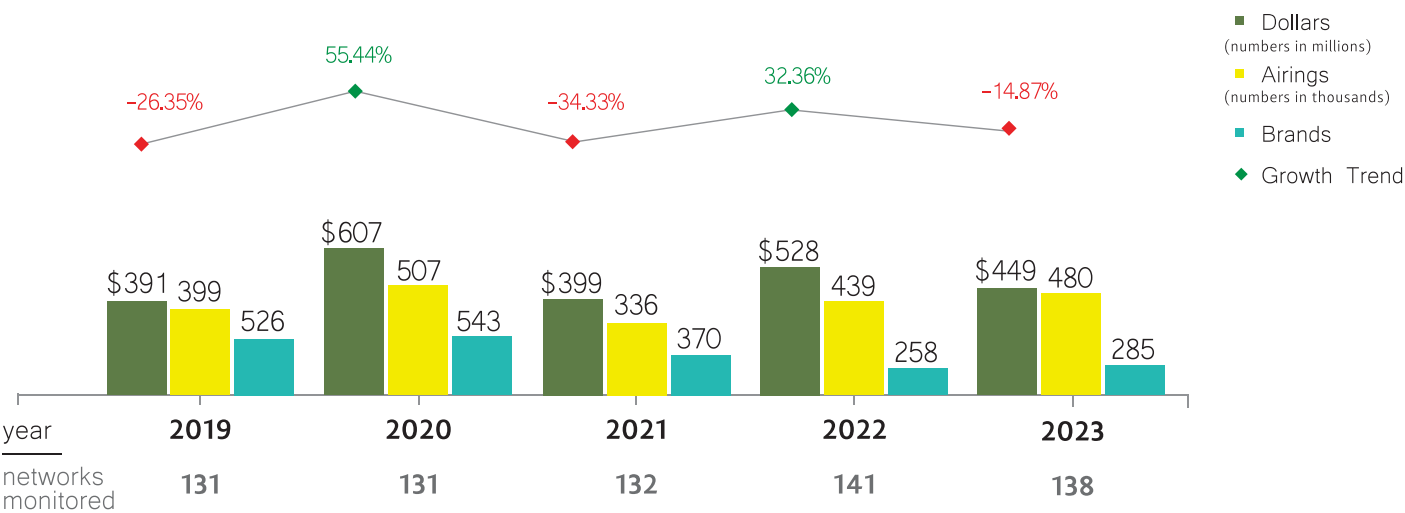
PROJECTED EXPENDITURES BY BRAND CLASSIFICATION Using Brand-Direct ($)

SHORT FORM PRODUCTS - 14.87% DECLINE OVER 2022.

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. Following an increase of 32.36% in 2022, this category experienced the above decline in 2023.

NATIONAL CABLE MEDIA BILLINGS
SHORT FORM PRODUCTS

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

Growth Trend: -26.35%, 55.44%, -34.33%, 32.36%, -14.87%

year	2019	2020	2021	2022	2023
Dollars	$391	$607	$399	$528	$449
Airings	399	507	336	439	480
Brands	526	543	370	258	285
networks monitored	131	131	132	141	138

Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network ROS daypart inventory.
Numbers above do not include ABC, CBS, NBC, or FOX dollars

LEAD GENERATION
DECLINES 7.74% OVER 2022

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 $2.07 billion in projected media valuation for 2023.
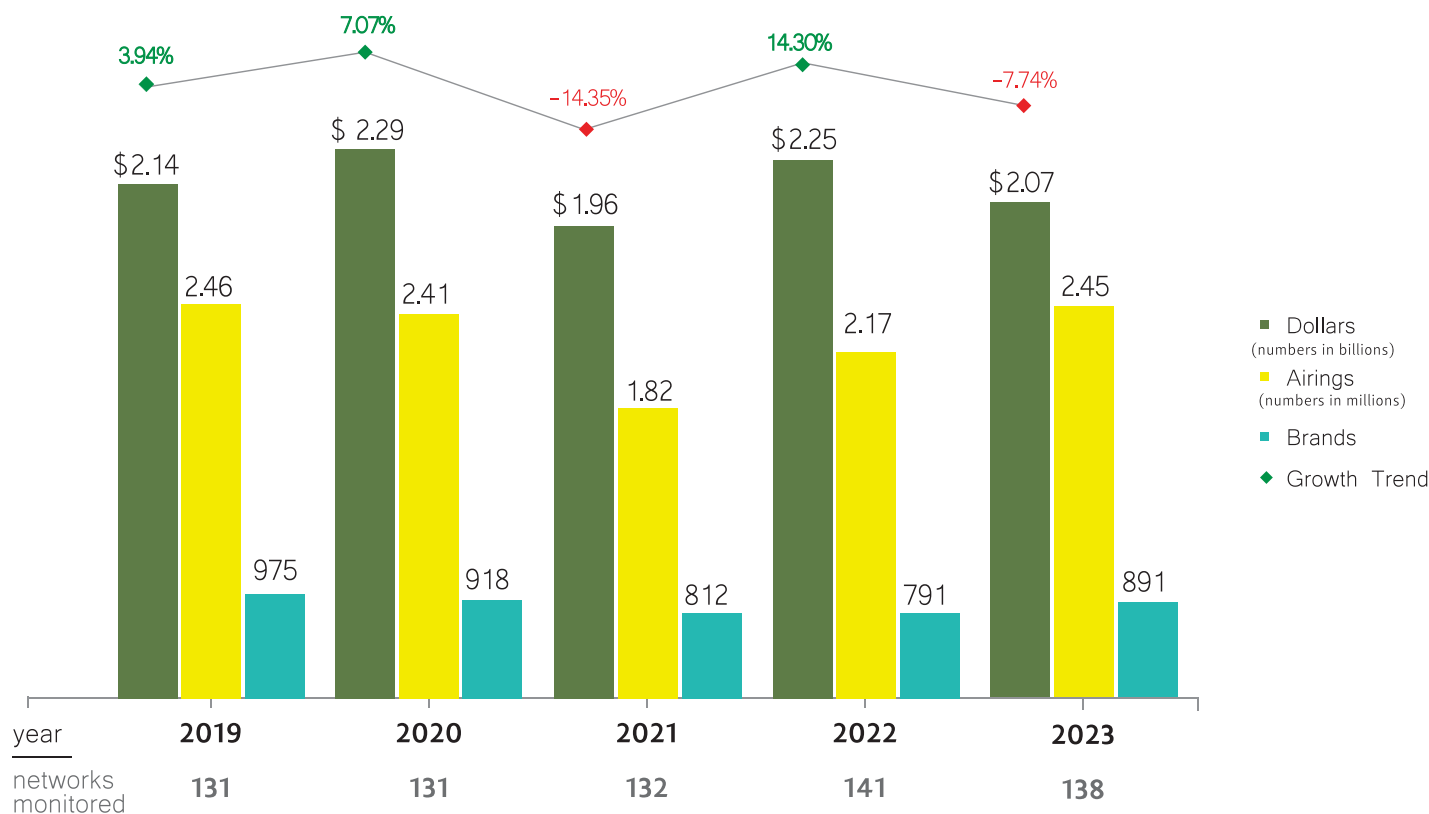
NATIONAL CABLE MEDIA BILLINGS
LEAD GENERATION

Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network ROS daypart inventory.
Numbers above do not include ABC, CBS, NBC, or FOX dollars

BRAND-DIRECT EXPERIENCES
16.15% DECLINE OVER 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)

Chart data:

year	2019	2020	2021	2022	2023
Growth Trend	9.36%	4.55%	−0.5%	−7.54%	−16.15%
Dollars (billions)	$3.67	$3.83	$3.82	$3.53	$2.96
Airings (millions)	2.06	2.06	2.16	2.35	2.44
Brands	470	457	416	462	459
networks monitored	131	131	132	141	138

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 ROS daypart inventory.
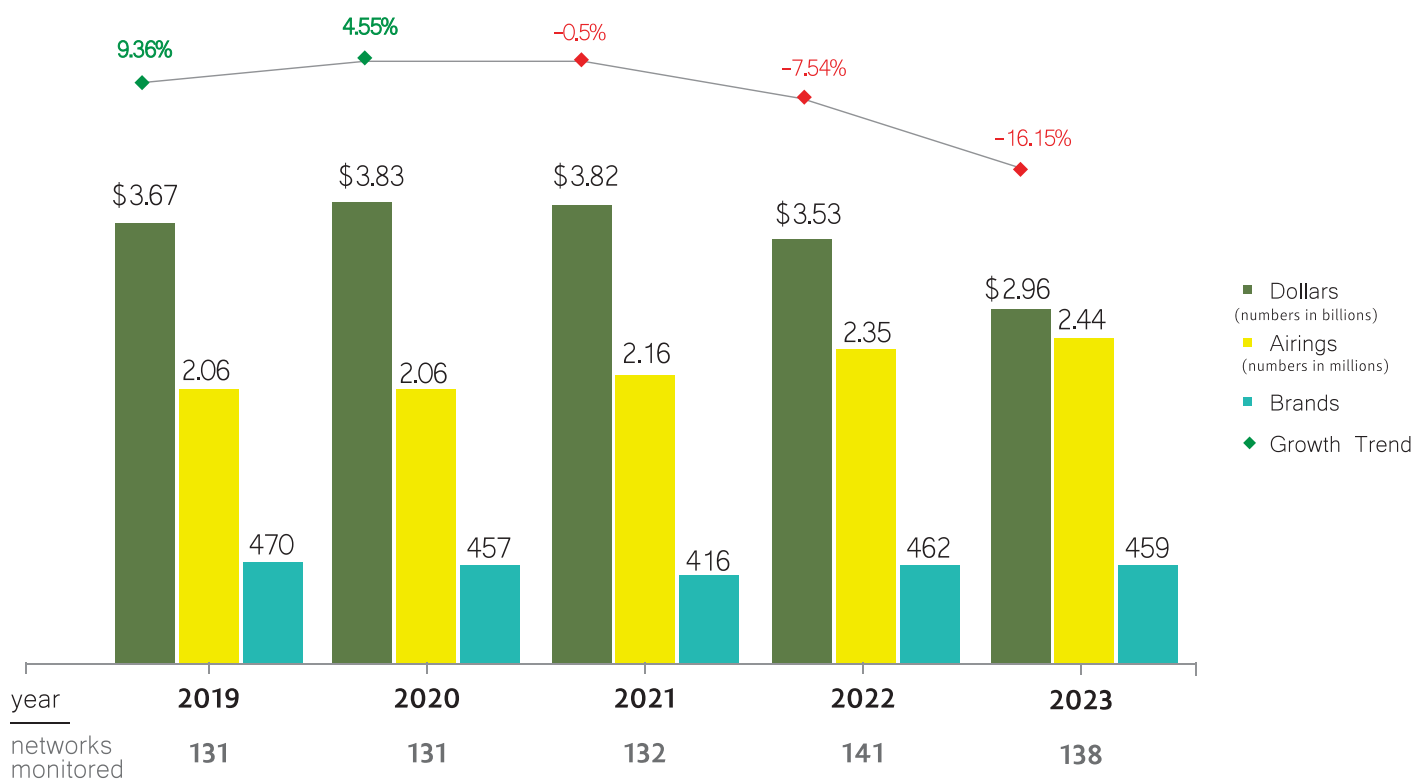Numbers above do not include ABC, CBS, NBC, or FOX dollars

NATIONAL CABLE MEDIA EXPENDITURES
BRAND-DIRECT (WEB/MOBILE)
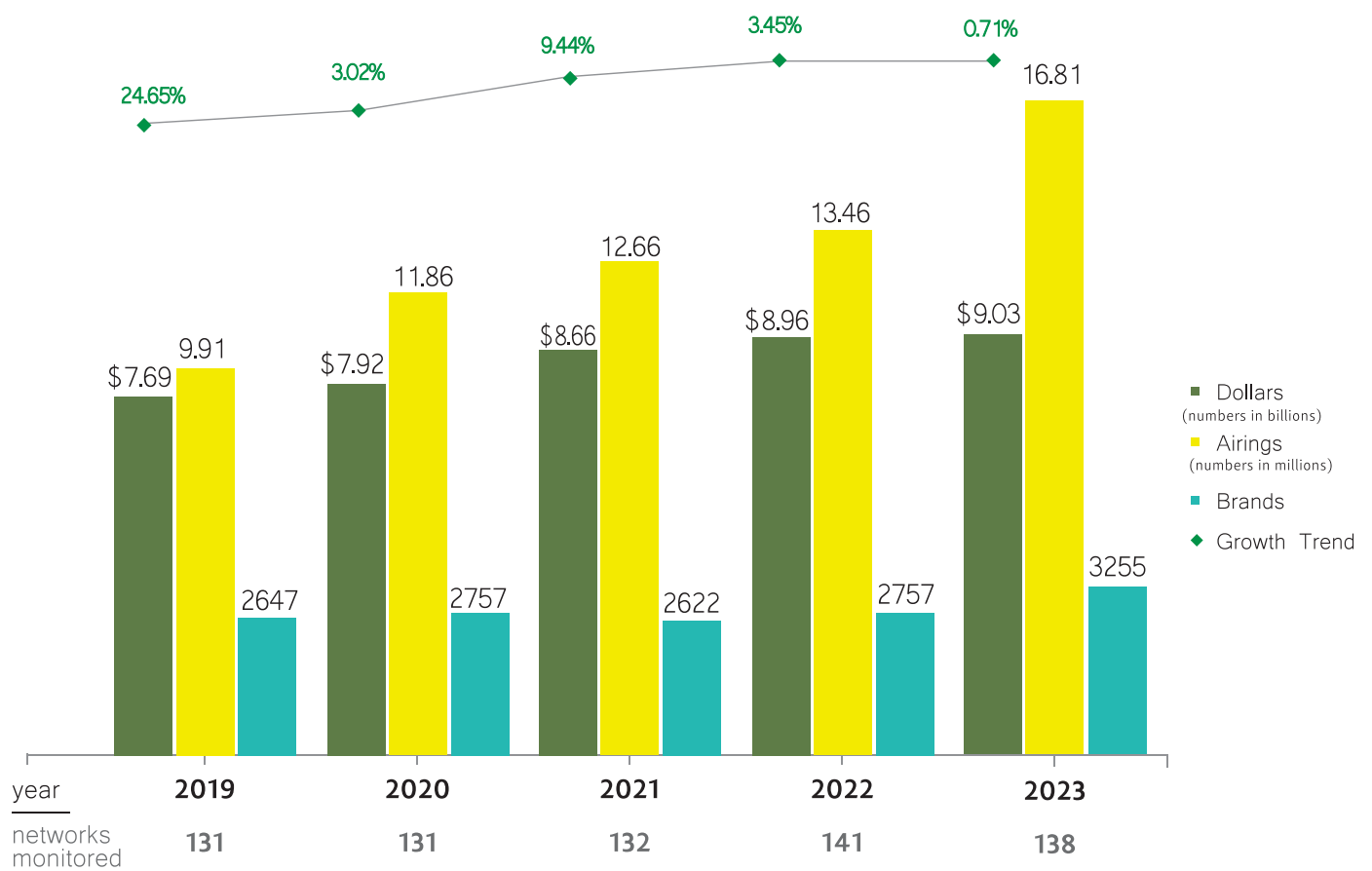
Legend:
- Dollars (numbers in billions)
- Airings (numbers in millions)
- Brands
- Growth Trend

	2019	2020	2021	2022	2023
Dollars	$7.69	$7.92	$8.66	$8.96	$9.03
Airings	9.91	11.86	12.66	13.46	16.81
Brands	2647	2757	2622	2757	3255
Growth Trend	24.65%	3.02%	9.44%	3.45%	0.71%

year **2019** **2020** **2021** **2022** **2023**

networks monitored: **131** **131** **132** **141** **138**

Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network ROS daypart inventory.
Numbers above do not include ABC, CBS, NBC, or FOX dollars

LONG FORM (28.5m)
28.29% DECLINE OVER 2022

Our last brand classification is Long Form, which consists of creatives using the 28.5-minute infomercial format. In 2023, only a portion of the networks monitored by DRMetrix (79) offer inventory for this format. This category experienced 31.89% growth in 2022 and for 2023 pared back expenditures by 28.29%.

NATIONAL CABLE MEDIA EXPENDITURES
LONG FORM (28.5 m)

year	2019	2020	2021	2022	2023
networks monitored	61	61	73	70	79

Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network ROS daypart inventory.
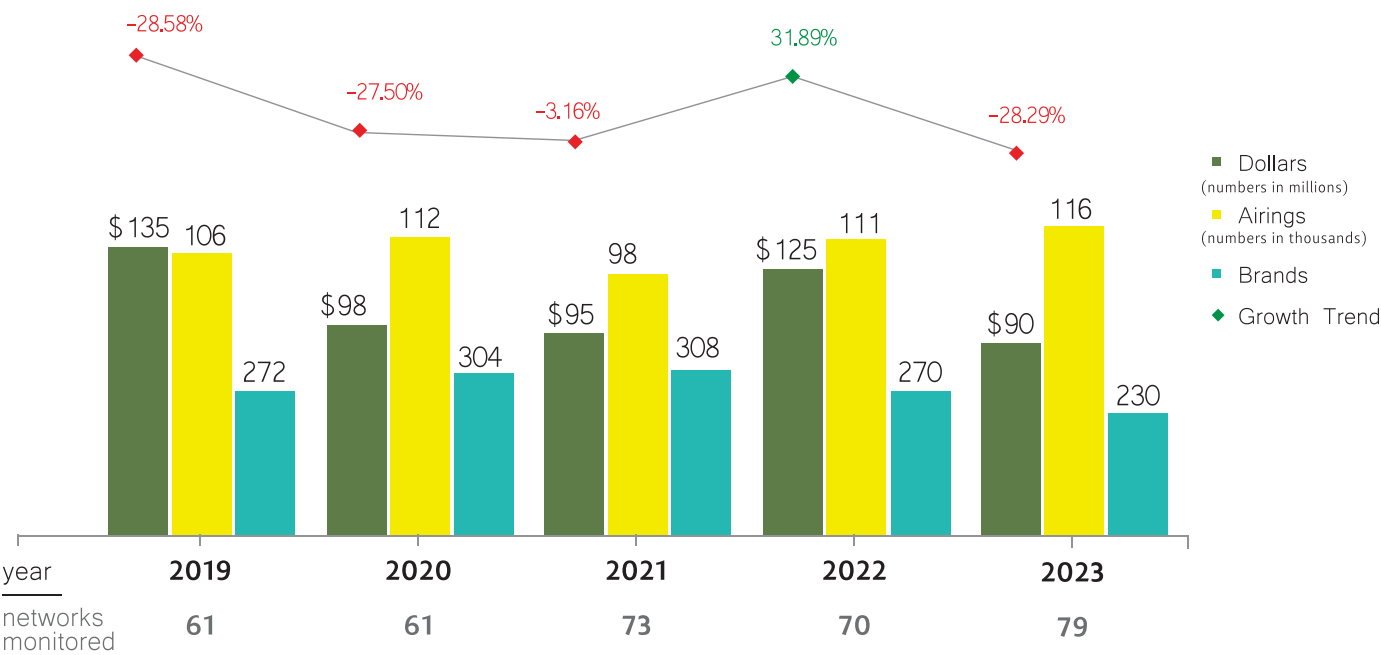Numbers above do not include ABC, CBS, NBC, or FOX dollars

AGGREGATE MEDIA EXPENDITURES
FOR ALL 5 BRAND CLASSIFICATIONS

DRMetrix is reporting a YOY decline of 5.16% in 2023. While direct-to-consumer TV advertisers ran more units YOY in 2023, the actual revenue realized by media companies was lower than in 2022. Overall, estimated national cable media expenditures decreased to $14.6 billion in 2023. 2.8 billion of that 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.

Note: DRMetrix reports that direct-to-consumer expenditures on national broadcast (ABC, CBS, NBC, and FOX) were an additional 5.7 billion in 2023.

NATIONAL CABLE MEDIA BILLINGS
OVERALL TOTAL

Chart showing yearly percentages: 13.99% (2019), 5.20% (2020), 1.27% (2021), 3.02% (2022), −5.16% (2023). Dollar bars: $14 (2019), $14.8 (2020), $14.9 (2021), $15.4 (2022), $14.6 (2023). Legend: Dollars (numbers in billions).

year: 2019, 2020, 2021, 2022, 2023

Note: Projected dollars are based on the average of what Brand/DR advertisers are paying for network ROS daypart inventory.
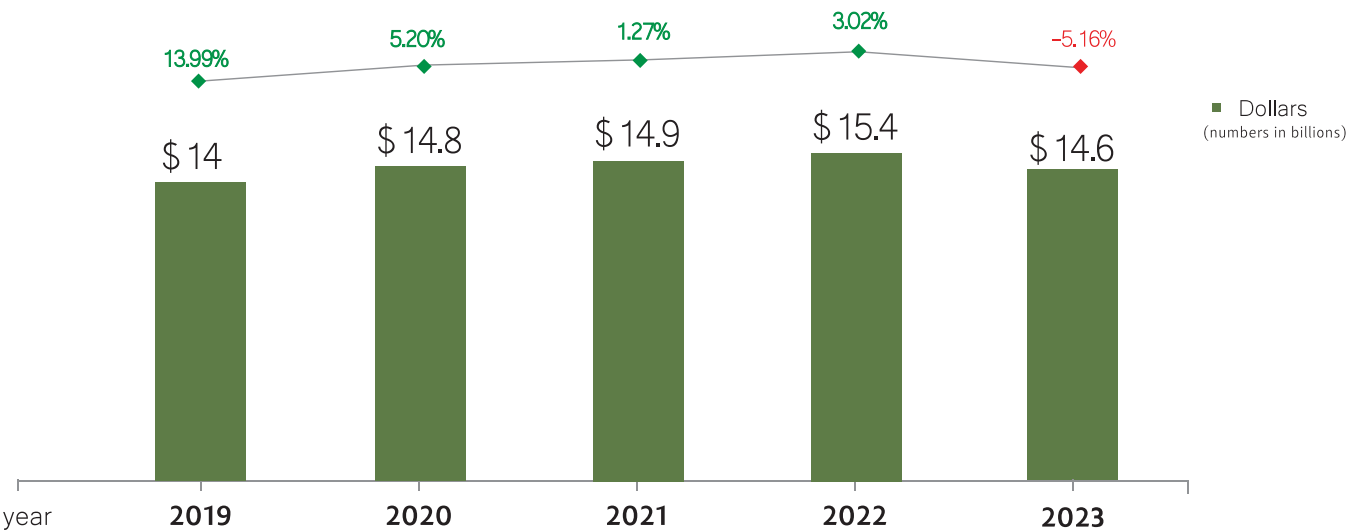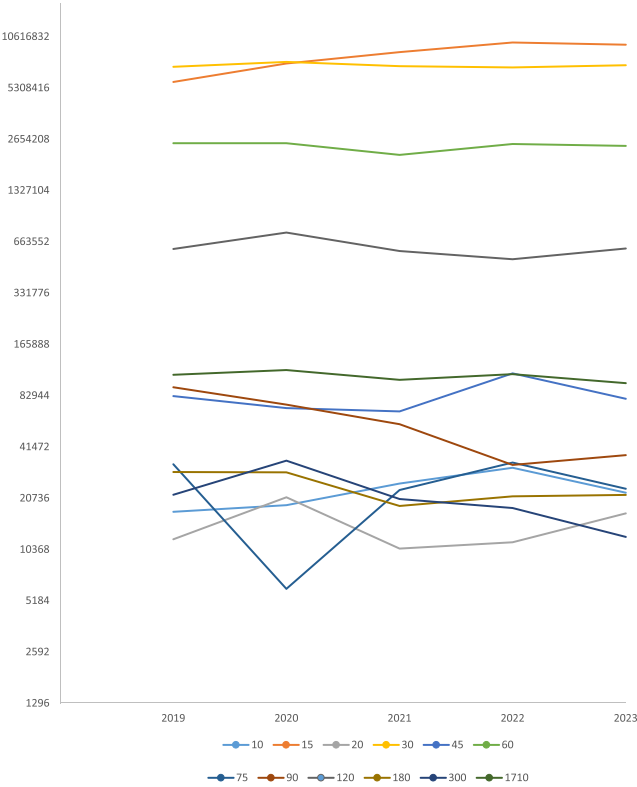Numbers above do not include ABC, CBS, NBC, or FOX dollars

YEARLY AIRINGS BY AD FORMAT

The following chart shows the ad unit growth for various creative formats from 2019-2023

Ad Format (sec)	2021-2022 YOY CHANGE	2022-2023 YOY CHANGE
10	23.67%	-28.41%
15	13.61%	-2.87%
20	8.90%	47.19%
30	-1.65%	3.04%
45	66.13%	-28.72%
60	15.61%	-2.43%
75	44.51%	-29.57%
90	-42.09%	14.07%
120	-10.45%	15.57%
180	13.67%	1.84%
300	-11.33%	-32.10%
1710	7.88%	-11.33%

There were a few formats that experienced rather significant growth and/or declines in 2023.

The use of 20s units was up 47.19% with Farmers Insurance & Paramount + substantially increasing their use of the format over the prior year.

	Rank	Brand	Creatives	Category	Advertiser	Airings	Spend($)
					Total	36,875	30,110,250
	1	Farmers Insurance	1	Insurance	Farmers Insurance	9,791	9,199,120
	2	Paramount+	177	Communications	ViacomCBS	12,824	6,040,627
	3	NFL+	17	Communications	NFL Enterprises	162	5,368,218
	4	NFL Shop	13	Online Services & Shop...	NFL Enterprises	126	2,943,563
	5	NFL	2	Sports	Everfi	49	1,259,739
	6	Shopify	2	Miscellaneous	Shopify	3,115	1,030,074
	7	Hulu	11	Music and Video	Hulu	1,320	969,095
	8	AMC+	2	Communications	AMC Networks	1,127	519,550
	9	Peacock	3	Communications	NBCUniversal Media	16	506,009
	10	SAMHSA	2	Public Service	Substance Abuse and M...	4,983	298,176
	11	The Free TV Project	1	Communications	Discovery Communicati...	934	267,296
	12	PGA Tour	2	Electronics & Software	Professional Golfer's Ass...	9	200,203
	13	PlutoTV	3	Communications	ViacomCBS	179	166,960
	14	BestFriends.org	1	Public Service	Best Friends Animal Soci...	174	151,133
	15	CONCACAF	3	Entertainment Venues	Confederation of North, ...	101	139,435
	16	tubi	3	Communications	Tubi	148	103,835

Use of 45s units declined 28.72% YOY largely caused by Latuda, from Sunovion Pharmacuticals who ran 20,547 20s units in 2022. Seems they were off the air in 2023.

	Rank	Brand	Creatives	Category	Advertiser	Airings	Spend($)
	1	Stelara	2	Drug & Toiletry	Johnson & Johnson Con...	11,736	44,791,767
	2	Entyvio	3	Drug & Toiletry	Takeda Pharmaceuticals	28,087	40,951,425
	3	Caplyta	2	Drug & Toiletry	Intra-Cellular Therapies	33,564	40,374,783
	4	Tremfya	3	Drug & Toiletry	Johnson & Johnson Con...	6,799	25,792,300
	5	Apellis Pharmaceutical...	1	Public Service	Apellis Pharmaceuticals	6,076	16,813,409
	6	Eliquis	6	Drug & Toiletry	Bristol-Myers Squibb	3,172	15,166,619
	7	Otezla	2	Drug & Toiletry	Amgen	1,571	12,114,646
	8	Kesimpta	3	Drug & Toiletry	Novartis	5,263	9,942,748
	9	Linzess	4	Drug & Toiletry	Ironwood Pharmaceuticals	6,280	8,695,173
	10	Cibinqo	1	Drug & Toiletry	Pfizer	474	6,790,705
	11	Jublia	2	Drug & Toiletry	Bausch Health Companies	1,402	4,166,489
	12	Xiidra	1	Drug & Toiletry	Takeda Pharmaceuticals	1,189	3,904,635
	13	Stryker	2	Health & Fitness	Stryker Corp	1,347	2,155,413
	14	Dream Games	1	Electronics & Software	Dream Games	783	807,363
	15	Mavyret	1	Drug & Toiletry	AbbVie	301	615,760
	16	Paramount Global	1	Communications	ViacomCBS	257	398,193

75s units dropped in frequency by 31.32% YOY. The largest cause of decline being a small number of Pharma advertisers who pulled back on use of the format. Biggest cause of change was Ozempic who ran 20,239 units in 2022 vs. 5,727 in 2023.

	Rank	Brand	Creatives	Category	Advertiser	Airings	Spend($)
					Total	22,828	146,992,805
	1	mounjaro	5	Drug & Toiletry	Eli Lilly and Company	16,507	111,735,374
	2	Ozempic	2	Drug & Toiletry	Novo Nordisk	5,727	33,804,074
	3	Opdivo + Yervoy	1	Drug & Toiletry	Bristol-Myers Squibb	21	913,968
	4	Paramount+	5	Communications	ViacomCBS	473	406,346
	5	Noggin	1	Electronics & Software	ViacomCBS	95	83,836
	6	Verzenio	1	Drug & Toiletry	Eli Lilly and Company	1	41,884
	7	Stage 29 Podcast Productions	1	Communications	ViacomCBS	4	7,323

5 minute units were down 32.10% YOY. Here are some of the top advertisers who continue to use the format.

	Rank	Brand	Creatives	Category	Advertiser	Airings	Spend($)
					Total	11,972	32,136,689
	1	Omega XL	2	Health & Fitness	Great Healthworks	3,520	9,151,074
	2	Luminess Breeze Airbr...	5	Beauty, Hygiene & Pers...	Luminess Direct	2,218	4,691,854
	3	United States Money R...	6	Miscellaneous	U.S. Money Reserve	947	4,348,263
	4	Meaningful Beauty Sup...	1	Beauty, Hygiene & Pers...	Meaningful Beauty	1,194	3,984,379
	5	Optima Tax Relief	3	Financial	Optima Tax Relief	390	3,116,069
	6	Tummy Tuck Miracle Sli...	1	Health & Fitness	Savvier	1,427	2,553,309
	7	Dormeo Premium Matt...	1	Housewares & Applian...	Dormeo North America	518	1,423,208
	8	International Fellowshi...	1	Public Service	IFCJ Foundation	186	733,030
	9	LegXercise Pro	1	Health & Fitness	Intellibrands	410	470,619
	10	Endurance Auto Repair...	1	Insurance	Endurance Warranty Ser...	99	453,903
	11	LegXercise	1	Health & Fitness	Intellibrands	339	282,112
	12	Ninja Woodfire Outdo...	1	Housewares & Applian...	SharkNinja Operating	310	268,500
	13	Luminess Skincare Pow...	1	Beauty, Hygiene & Pers...	Luminess Direct	54	194,823
	14	CarShield	1	Insurance	CarShield	226	177,251
	15	Power Swabs	1	Beauty, Hygiene & Pers...	Stain-Away	35	127,123
	16	Peter Popoff Ministries	2	Miscellaneous	Peter Popoff Ministries	7	80,282

PROJECTED EXPENDITURES
BY MASTER CATEGORY (2019 - 2023)

Over the next few pages, we're proud to present 2019 - 2023 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	2019	2020	2021	2022	2023
Beauty, Hygiene & Personal Care	155,316,654	168,938,197	93,195,806	78,730,229	74,195,343
Communications	1,038,437	1,946,388	869,480	1,851,482	2,529,313
Drug & Toiletry	30,021	463,361	182,184	0	0
Education	0	0	139,232	0	0
Electronic & Software	13,156,247	16,782,303	9,474,572	2,076,185	670,848
Entertainment Venues	0	0	0	0	0
Financial	0	789,089	534,785	204,650	43,785
Health & Fitness	95,133,618	206,329,194	140,206,297	148,506,017	157,262
Home & Garden	28,274,964	57,246,482	58,808,306	114,466,942	131,157,294
Housewares & Appliances	56,667,318	99,179,866	84,814,746	140,088,192	93,659,112
Insurance	0	0	0	0	0
Legal Services	0	0	0	0	0
Miscellaneous	39,380,637	88,430,826	33,243,268	44,768,708	41,667,597
Music and Video	1,733,914	1,871,566	1,108,221	1,383,815	510,898
Online Services & Shopping	0	29,909	0	0	0
Public Service	0	3,335,135	0	1,987,069	0
Retail, Restaurant & Food Venues	0	0	0	0	0
Sports				0	0
Transportation (Sales and Repair)	0	61,628	0	14,757	0
Travel, Vacation and Hotel	0	0	0	0	0
	390,731,811	645,403,944	422,576,897	534,078,046	344,591,452

INDUSTRY CATEGORY - LEAD GENERATION

MASTER CATEGORIES	2019	2020	2021	2022	2023
Beauty, Hygiene & Personal Care	63,006,797	47,210,482	26,929,765	28,526,954	36,914,672
Communications	7,901,969	18,195,594	21,257,707	17,601,311	10,063,284
Drug & Toiletry	22,645,846	13,654,687	5,379,949	14,251,755	32,887,930
Education	45,585,181	21,069,300	8,138,573	8,949,955	2,360,786
Electronic & Software	44,461,814	28,796,760	22,288,048	22,988,698	39,096,934
Entertainment Venues	4,683,066	4,495,072	3,315,304	3,555,720	571,920
Financial	215,594,224	283,717,343	221,381,783	178,484,959	162,542,294
Health & Fitness	591,529,142	537,861,218	479,736,676	605,784,780	573,281,072
Home & Garden	102,538,188	106,269,496	109,382,549	145,071,818	173,923,761
Housewares & Appliances	48,552,956	37,458,274	24,700,175	11,069,927	20,795,216
Insurance	546,493,882	869,420,881	893,150,796	735,557,980	678,590,374
Legal Services	149,111,243	131,697,963	110,365,313	271,686,552	143,777,416
Miscellaneous	95,043,894	87,544,892	63,916,989	65,396,177	76,586,796
Music and Video	11,046	0	0	2,809	0
Online Services & Shopping	40,470,320	66,932,494	35,332,942	28,493,817	22,007,645
Public Service	132,949,329	218,567,509	239,962,174	214,044,270	378,837,768
Retail, Restaurant & Food Venues	5,285,932	0	0	0	4,439,193
Sports				0	467,667
Transportation (Sales and Repair)	10,224,043	5,096,206	7,035,257	19,201,667	45,398,341
Travel, Vacation and Hotel	16,268,463	7,074,940	5,900,520	4,594,666	11,167,607
	2,142,357,336	2,485,063,111	2,278,174,520	2,375,263,815	2,413,710,676

INDUSTRY CATEGORY - BRAND/DR (PHONE)

MASTER CATEGORIES	2019	2020	2021	2022	2023
Beauty, Hygiene & Personal Care	2,989,230	15,079,832	908,021	16,620,028	11,034,874
Communications	82,066,840	61,910,182	77,818,024	163,112,128	197,460,235
Drug & Toiletry	2,230,303,461	3,847,652,235	4,488,783,744	3,576,366,626	3,489,959,822
Education	12,677,384	22,453,876	3,000,067	5,083,987	3,653,822
Electronic & Software	32,773,380	113,229,439	85,332,081	53,325,538	81,138,451
Entertainment Venues	415,053	764,527	236,477	137,810	9,526,097
Financial	45,601,331	44,146,097	32,054,498	59,759,085	48,603,791
Health & Fitness	138,914,999	174,636,905	121,204,234	99,267,515	122,150,475
Home & Garden	77,031,778	122,435,801	116,621,578	161,934,529	198,828,511
Housewares & Appliances	2,359,504	21,793,737	31,599,725	18,638,614	3,568
Insurance	801,950,272	1,126,117,770	1,427,278,939	1,110,551,263	645,722,302
Legal Services	1,211,550	3,228,545	11,126,565	3,341,057	3,926,116
Miscellaneous	48,588,166	47,438,666	63,600,441	81,198,159	69,826,614
Music and Video	0	534,151	526	40,118	160,925
Online Services & Shopping	14,282,316	8,515,297	25,990,778	35,192,567	28,347,736
Public Service	36,424,956	67,744,652	29,626,428	57,045,949	57,183,130
Retail, Restaurant & Food Venues	136,355	8,655,937	432	139,494	1,995,608
Sports				1,779,528	189,540
Transportation (Sales and Repair)	56,582,342	23,969,640	46,398,323	9,720,197	7,046,627
Travel, Vacation and Hotel	83,822,628	63,595,055	65,870,368	55,074,103	66,955,521
	3,668,131,547	5,773,902,344	6,627,451,249	5,508,328,295	5,043,713,765

5 x 5 INDUSTRY STUDY

INDUSTRY CATEGORY - BRAND/DR (WEB/MOBILE)

MASTER CATEGORIES	2019	2020	2021	2022	2023
Beauty, Hygiene & Personal Care	171,256,012	268,294,994	306,303,800	332,425,883	351,822,117
Communications	263,115,310	604,346,376	843,370,505	900,427,153	1,245,490,687
Drug & Toiletry	240,536,698	447,024,483	433,130,421	841,596,154	1,013,140,131
Education	205,584,153	297,158,171	229,442,401	226,108,994	208,665,422
Electronic & Software	440,969,432	1,056,633,787	1,070,148,242	1,150,152,987	1,318,195,935
Entertainment Venues	27,118,763	15,802,336	21,148,987	123,054,194	189,670,888
Financial	553,535,231	828,897,952	948,306,878	1,019,631,373	1,081,245,986
Health & Fitness	726,956,792	881,163,439	1,174,485,861	1,146,261,221	954,129,859
Home & Garden	599,943,564	608,961,739	515,311,746	550,074,715	668,203,830
Housewares & Appliances	298,731,989	320,771,786	339,289,079	410,258,142	324,725,346
Insurance	477,223,146	1,029,295,160	826,177,229	603,169,470	776,664,134
Legal Services	5,365,927	14,374,620	24,141,647	18,305,013	10,400,131
Miscellaneous	1,488,996,416	1,670,197,737	1,729,953,241	1,831,809,307	1,969,602,852
Music and Video	7,924,122	63,090,761	27,383,732	25,217,551	154,183,879
Online Services & Shopping	328,323,299	876,725,669	879,927,390	511,838,349	1,068,613,900
Public Service	303,696,758	667,484,532	346,880,910	311,641,994	393,094,806
Retail, Restaurant & Food Venues	619,573,864	1,672,286,294	1,479,295,914	1,114,110,026	706,390,854
Sports				23,170,321	22,377,269
Transportation (Sales and Repair)	275,692,164	359,065,526	406,553,769	410,946,615	449,708,217
Travel, Vacation and Hotel	648,075,329	255,966,399	234,674,172	437,227,093	580,594,197
	7,682,618,966	11,937,541,761	11,835,925,924	11,987,426,555	13,486,920,440

INDUSTRY CATEGORY - LONG FORM (28.5 m)

MASTER CATEGORIES	2019	2020	2021	2022	2023
Beauty, Hygiene & Personal Care	27,907,992	20,493,739	11,371,977	24,305,783	10,171,539
Communications	1,221	444,294	194,629	741,950	9,504
Drug & Toiletry	0	0	0	11,156	641,345
Education	1,810,955	244,171	0	0	20,642
Electronic & Software	1,136,194	559,349	345,875	283,412	96,698
Entertainment Venues	0	0	0	0	0
Financial	3,231,653	2,922,612	2,967,256	6,450,892	2,235,550
Health & Fitness	33,432,728	24,955,166	20,961,996	27,108,319	26,899,394
Home & Garden	6,572,055	5,004,337	3,393,028	4,177,790	2,375,895
Housewares & Appliances	28,288,099	21,481,364	15,648,317	25,035,462	23,741,685
Insurance	5,705,643	6,606,043	3,127,778	10,447,967	5,524,329
Legal Services	851,184	1,674,284	1,278,357	6,371,029	1,459,464
Miscellaneous	13,374,117	10,409,470	6,094,345	10,821,433	7,586,376
Music and Video	3,078,888	3,243,358	2,356,477	2,614,727	99,552
Online Services & Shopping	8,817,794	2,370,706	0	6,763,018	9,660,445
Public Service	1,192,099	935,510	1,704,597	4,215,759	3,351,791
Retail, Restaurant & Food Venues	0	0	0	0	0
Sports				0	0
Transportation (Sales and Repair)	0	0	23,777	87,155	48,493
Travel, Vacation and Hotel	0	0	0	0	0
	135,400,623	101,344,403	69,468,409	129,435,852	93,922,702

5 x 5 INDUSTRY STUDY

2023 TOP 10 BRANDS
BY BRAND CLASSIFICATION

Short Form Products

Omega XL	$34,688,488
Pooph	$32,561,525
Be Active Brace	$18,046,710
Nano Advanced Hearing	$15,091,015
Microtouch Titanium Head Shaver	$13,139,766
Meaningful Beauty Supr System	$12,533,548
GraniteStone NutriBlade Knives	$11,940,563
Plexaderm	$10,475,279
GraniteStone Blue	$10,016,659
AquaCare	$9,620,856

Brand/DR (Phone)

Progressive	$301,510,156
Dupixent	$212,037,173
Skyrizi	$178,067,197
Rinvoq	$147,464,871
Vraylar	$146,732,659
Jardiance	$139,011,186
Allstate	$137,710,419
Ozempic	$122,451,347
Mounjaro	$111,735,374
Rybelsus	$110,223,145

Long Form

LifeLock by Norton	$8,772,421
Omega XL	$4,866,778
Shark Stratos	$3,844,769
Humana - Medicare	$3,116,136
Meaningful Beauty Supreme System	$3,013,634
Total Gym	$2,946,952
Ninja Woodfire Outdoor Grill	$2,878,264
Inogen One	$2,874,609
Shark AI Ultra 2-in-1 Robot	$2,740,281
CarShield	$2,184,110

Lead Generation

1	St. Jude Children's Hospital	$160,542,023
2	Colonial Penn	$103,120,398
3	Balance of Nature	$102,738,799
4	CarShield	$95,296,696
5	Humana - Medicare	$80,915,027
6	ASPCA	$69,503,457
7	Nugenix Total-T	$54,970,661
8	Shriners Hospitals for Children	$54,457,736
9	Renewal by Anderson Window	$41,883,171
10	Jacuzzi Bath Remodel	$41,202,167

Brand/DR (Web / Mobile)

1	Liberty Mutual	$228,453,194
2	Geico	$193,026,577
3	Progressive	$154,699,627
4	Paramount+	$151,407,584
5	Golo	$144,720,358
6	Amazon Prime	$131,422,147
7	Kohl's	$127,821,519
8	Skyrizi	$125,848,162
9	Rinvoq	$122,498,206
10	Hulu	$120,669,686

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	236150	215727	91.35%	13.82	108327	45.87%	3.01
Weight Watchers	210377	188022	89.37%	13.54	97460	46.33%	3.14
Golo	199291	169169	84.89%	7.98	68060	34.15%	2.57
Chime	192116	161098	83.85%	7.62	65357	34.02%	2.58
Liberty Mutual	172958	146696	84.82%	8.27	61128	35.34%	2.63
Grainger	165826	136917	82.57%	8.22	61857	37.30%	2.8
Lume	160512	127487	79.43%	6.23	48230	30.05%	2.49
PrizePicks	157371	129150	82.07%	8.04	57504	36.54%	2.76
Peloton Portfolio	138787	114264	82.33%	7.92	48132	34.68%	2.67
Homeaglow	127310	97197	76.35%	6.17	38872	30.53%	2.57
Safelite Auto Glass	124889	100579	80.53%	7.47	40445	32.38%	2.58
Fanatics	122597	88529	72.21%	4.78	29725	24.25%	2.35
Warby Parker	115759	80992	69.97%	4.58	27142	23.45%	2.35
Instacart	110835	87050	78.54%	6.63	34607	31.22%	2.58
Max	107069	86517	80.80%	7.67	37157	34.70%	2.63
Nuts.com	100828	73453	72.85%	4.98	25936	25.72%	2.39
NetCredit	100443	67317	67.02%	4.56	22607	22.51%	2.34
American Home Sh	97029	63302	65.24%	4.2	20760	21.40%	2.34
Chase Bank	95286	77826	81.68%	7.29	31231	32.78%	2.59
Domino's	91169	76190	83.57%	9.38	36261	39.77%	2.92
Lemonaid Health	89720	53677	59.83%	3.59	16503	18.39%	2.24
Kohl's	88513	63879	72.17%	5.06	22471	25.39%	2.42
Babbel.com	86537	52499	60.67%	3.72	15836	18.30%	2.25
Nutrafol	85992	51399	59.77%	3.7	15648	18.20%	2.27
DriveTime	85027	49032	57.67%	3.53	14513	17.07%	2.24
Progressive	84498	54843	64.90%	4.39	18362	21.73%	2.37
SmartAsset	84199	50627	60.13%	3.77	15506	18.42%	2.28
TELADOC	80548	48540	60.26%	3.59	14448	17.94%	2.24
Deal Dash	77460	45201	58.35%	3.8	14374	18.56%	2.31
Smile Direct Club	75677	50570	66.82%	4.28	17525	23.16%	2.37

Using 4 imprint as an example, we analyzed 236,150 airings that Ad Sphere captured for 2023. Approximately 215,727 had conflicts within a 5-minute delta which is 91.35%. The average number of network conflicts was 13.82. Assuming 4 imprint is relying on traditional web-spike analysis for TV attribution, this would leave less than 8.65% of their airings unconflicted from which to build a model to accurately attribute the remaining 91.35%.

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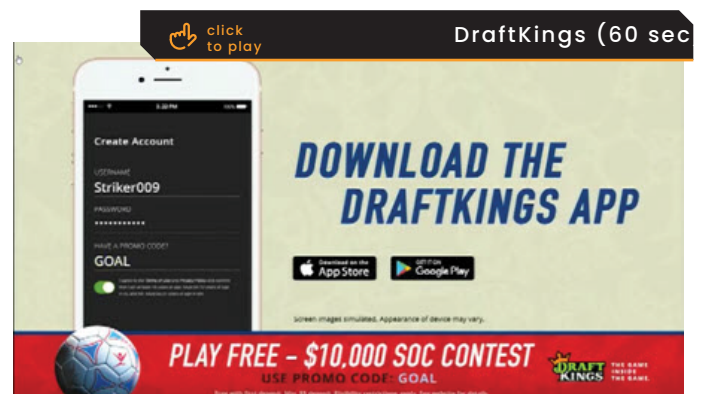
If your company is not currently using DR variations in your television advertising, please email DRMetrix at info@drmetrix.com for a free proximity of airing report for your brand/s.

EXAMPLES OF DR VARIATIONS IN USE

click to play — Proflowers.com (30 sec

click to play — Readers.com (60 sec

click to play — Caption: Graze.com (30 sec

click to play — DraftKings (60 sec

Click on images
to play spots.

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.

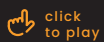click to play — Martha & Marley Spoon (30 se...

martha & MARLEY SPOON
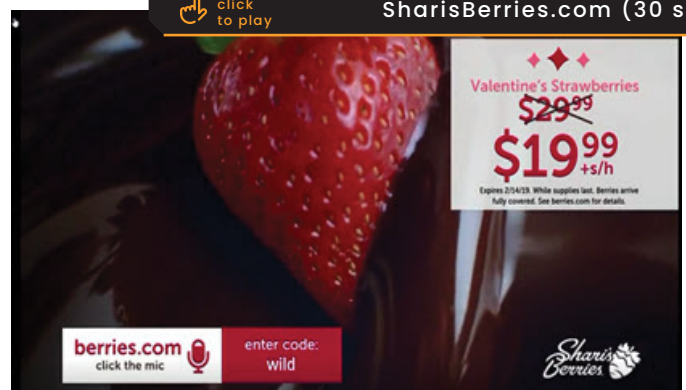
3 FREE MEALS & FREE SHIPPING

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 — Sharis Berries

FINAL THOUGHTS

In 2023, over 4,636 brands provided a way for consumers to respond to their TV ads. Over 25% 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 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.

AdSphere™

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