

# DIRECT RESPONSE ADVERTISING DRIVES SALES

Achieving a minimum 3 times gross return for clients on their advertising dollars.

Retailer John Wanamaker famously said, “Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.” Converze Media Group could have told him. Thanks to the firm’s proprietary attribution software, the media buying agency can accurately track the source of new customers who take action after hearing or seeing a broadcast or digital ad.

Converze is a direct response media buying agency specializing in television, radio, and digital ads designed to persuade consumers to seek out more information from a website or 800 number. The agency has a strong background and expertise in multiple verticals, including financial services, education, medical, and consumer goods. Client ads are designed to prompt an action on the consumer’s part, from calling an 800 number to visiting a website or texting a code for product or service information.

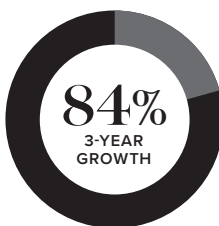
## ROI-DRIVEN

Converze clients are realizing healthy sales growth through targeted ad spending. The agency is one of the largest buyers of Sirius XM radio ads and one of the top 18 radio billers in the country, having established relationships with more than 7,000 radio stations since its founding 10 years ago. The company is also one of the fastest-growing direct response television (DRTV) buyers in the country. With the size of its aggregate ad budgets and its established alliances, Converze has the power to negotiate rates for its clients that average at least 50 percent less than traditional rates.

In the digital media space, Converze develops a cross-device strategy that may include banner ads, digital video, digital radio, email marketing, gaming consoles, search engine marketing, as well as tablet-based and mobile campaigns. Driving traffic, encouraging engagement, generating sales, and boosting advocacy are all part of Converze’s holistic marketing approach.

## PARTNERING FOR MUTUAL SUCCESS

Optima Tax Relief is just one of Converze’s success stories. Others include My Computer Career, Reputation.com, Stash Invest, 3 Day



Blinds, Universal Men’s Health, Lenox Financial, and The University of Laverne, to name a few.

Optima Tax Relief, tax relief experts specializing in tax negotiation and IRS tax settlement, has experienced 26,000 percent growth in its first three years in business, due in part to Converze’s cost-effective radio media buys, which have driven the company’s sales higher. Converze ads are designed to prompt radio listeners to take action after hearing a promotion, which leads to increased sales conversion.

Optima first made the Inc. 5000 list in 2013 and was ranked No. 3 overall and No. 1 in financial services. Since then, the company has made the list for five years straight. This year, Converze has cracked the Inc. 5000. “We’ve helped each other become very successful,” says Tedd Barr, managing partner at Converze.

“The advertising industry is changing very rapidly,” Barr says, “but I can definitely tell you that reports of TV and radio advertising being dead are 100 percent wrong.”

Although call centers are still an important piece of the ad conversion process, customer habits are also changing, Barr says. “For every one person who calls an 800 number, two or more will turn to their mobile device first to check the company out after seeing a TV ad or hearing a radio campaign.”

“Our people, process, strategy, and buying clout are all part of our ‘secret sauce’ that helps our clients get a huge return on their ad spend,” Barr says. “Our clients’ success is our success. We’re in this together.”