

Dear <<First Name>>,

If you've got stand out winning website or catalogue products then you should consider selling product off-the-page (OTP) to recruit new customers and generate cash and profit.

OTP is more art than science – but a little bit of science helps. These guidelines grew out of an OTP planning session as part of a multi channel customer recruitment campaign, focusing on single page adverts bought as short term, late space media.

1. **Budget for breakeven or better, and track repeat order performance.** Life time value can be low. OTP responders are often bargain hunters.
2. **Use only top winners from your catalogue or website, at top margin.** Invariably normal catalogue or website margins need a lift.
3. **Solus product generally wins over multi products** – keep it simple and clear.
4. **Price point.** No rules here, the key is in the product and the offer. The volume required mitigates against low AOVs.
5. **A winning offer is essential, and better than your normal pricing.** Exclusive product/bundle/deal improves response.
6. **Key metrics include sales yield and response rates.** RRs vary proportionately to AOV. Here are some metrics from a basket of multi channel brands' ads. The successful (defined as better than 90% of breakeven) ads achieved 0.03% response and an average yield (per thousand) of £16.04 on over 375m circulation at an average AOV of £65.76, ranging from £23.64 to £160.68. Media was full page colour supplements, TV and specialist titles.
7. **Full pages generally out perform half pages.** Generally more cost efficient, full pages optimise the opportunity.
8. **Select your media agency carefully.** OTP is sustainable only with all the right economics – and not every agency achieves the best late space rates.
9. **Late space rates have hardened.** Media owners have reduced pagination in response to recent falling demand – requiring careful planning and negotiation.
10. **Negotiate front half of publication, right hand page and opposite editorial.** Insist on at least one of these. Your agency should prove their worth here.
11. **Expect only 1 in 2 to 3 OTP ads to work.** The adverts described above achieved a 1 in 2.4 success rate.

That's more than 10 – but we like to give value. And if you are still with me then OTP may work for you. There's more to think about, for example tactics to improve viability, ad design essentials, test strategy and campaign planning. Get in touch if you'd like to know more about OTP or multi channel strategy, marketing, merchandising, modeling and metrics.

There is more information for you at www.directconsult.co.uk and www.directmetrics.co.uk. You can email me personally at robert@directconsult.co.uk

Best wishes,

Robert Colquhoun