

The Web Offers 2 New Outlets for DR Marketers to Test

The powerful impact of television and vast reach of the Internet is a combination that is dramatically increasing the profits of direct response marketers and enabling even the smallest companies to compete in the global marketplace.

Companies like eRetailTV.com and YellowPagesTV.com have melded the two media together and are giving us a look at the future of direct to consumer marketing.

eRetailTV.com is rapidly becoming a global shopping destination for consumer brands and product marketers. It features an Internet television channel and an online shopping link on more than 250 location-based TV channels in the top 100 ADI markets in the United States and more than 75 countries worldwide.

When you consider eRetailTV.com and its sister, YellowPagesTV.com, consider the impact of long- and short-form infomercials available within a dedicated online global home shopping channel and then extended with the same infomercial TV spots available for viewing via a Yellow Pages listing. Imagine a place where your infomercial can live and generate revenue for years after it quit working on TV. Suppose your commercial didn't work on TV. How about recouping your costs by running PI media on the Internet?

The Yellow Pages phone book is slowly fading in popularity with the advent of Internet search capabilities. Now, with the advent of YellowPagesTV.com — a place to order goods and services — comes a combination of the long-standing convenience of the Yellow Pages with the communications advantage, marketing focus, and viewer impact only possible with the power of TV.

eRetailTV.com and YellowPagesTV.com are powered by best-of-class technology solutions, including the Omniview operating system and Encinq Media Preference Profile technology. Omniview Online TV is instantly viewable on a large size screen, without any downloading, spam or spyware involved and without the need for cumbersome software such as Windows Media, Quicktime or RealPlayer.

The From the Lab team estimates it is only a matter of time before the sales generated on the Internet surpasses those generated on TV from the infomercials that have built our businesses.



Take 2 Direct specializes in providing uniquely creative and highly responsive commercials and campaign management. If you want to sell your product and need a company that has the creative vision to drive the call, as well as the practical experience to manage the intricate back-end process, contact Take 2 Direct at (714) 979-5555 and ask for Adam MacDonald at x202 or Kelly Burke at x203.