



## Mapping the Path to Purchase: DR Drives Sales

The good news is that while electronic retailing may be perceived by some as a niche market, we have proved that it actually has enormous influence over the purchasing behavior of consumers, both online and offline. The convergence of channels creates new opportunities for direct-to-consumer retailers. It also determines how consumers navigate those channels. ERA commissioned Forrester Research, Inc., to survey some 350 domestic online consumers in order to understand their shopping behaviors, their propensity for purchasing from television, and their likelihood of purchasing a product they saw on television from other channels.

Interestingly, it is clear that consumers shopping across channels produce significantly higher sales per transaction and bestow a true competitive advantage to those retailers that harness the power of multi-channel advertising (i.e., TV, radio, online). Our research shows that over 42% of online shoppers are active in at least one other channel. The average transaction of a multi-channel shopper is \$466 in comparison to \$313 for a single channel customer. More than 54% of online consumers use the Internet to research their purchases and 38% actually buy online. More than 50% of consumers indicate that ease of finding relevant content and function is a top priority.

ERA's latest research demonstrates the power of DRTV and all direct to consumer commerce. Direct Response continues to serve as a major catalyst driving sales, while the research underscores the importance of integrating search, web development, and online marketing. To read the Forrester research paper, please click [here](#). If you are not a member, this research study may be [purchased for \\$500](#).

Thank you.

### Edwin Garrubbo, Board Chair

CEO, Creative Commerce, LLC

## ERA goes to Washington

ERA Government Affairs Conference Fly-In

May 19 & 20, 2008

Washington, DC

Your business is always on our mind at ERA. We remain focused on the big-picture issues that directly affect you: limiting your liability in the event of a product safety recall, keeping tax collectors from enforcing sales tax in thousands of jurisdictions across the U.S. and ensuring continued access to your consumers without fear of interruption. Once a year, we invite you—the industry—to Washington to help us educate our nation's Capitol Hill leaders on the significance of these and

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## Upcoming ERA Events

### April 17, 2008

ERA's Webinar Series - Legal Considerations of Blogs  
2:00-2:30PM EDT

### April 29, 2008

ERA's Legal Series  
American Conference Center  
New York City, NY  
8:00AM - 5:15PM

### April 29, 2008

ERA Networking Reception  
American Conference Center  
New York City, NY  
5:30-6:30PM

### April 30, 2008

Electronic Retailer Magazine's LiveEdit Lab  
American Conference Center  
New York City, NY

### April 30, 2008

LiveEdit Lab Networking Cocktail Reception  
American Conference Center  
New York City, NY  
6:00-7:30PM

### May 19 & 20, 2008

ERA's Government Affairs Conference  
Washington, D.C.

### May 22, 2008

other issues, during the ERA Government Affairs Conference Fly-In. This unique free program is also designed to help you build a strong relationship with your respective elected officials. Mark your calendars for May 19th & 20th and join industry and Capitol Hill leaders for a special event. Sign up online [here](#) or send an email to me at [bmccllellan@retailing.org](mailto:bmccllellan@retailing.org). I look forward to seeing you there.

Bill McClellan  
Vice President of Government Affairs

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## ERA April Programs

Whether you're looking to pick up legal solutions, discover the keys to smart blogging, or capture new marketing strategies, ERA has a program to solve your business needs.

## ERA Webinar Series:

### Blogging Guidelines for Retailers: Legal and Business Issues to Consider

Thursday, April 17, 2008

2:30 p.m. – 3:00 p.m. Eastern Time

Blogs can be a rich source of lead generators and publicity, but they also present evolving legal and business issues. From the convenient setting of your office, you'll explore the latest strategies and tips you'll need to know for creating a successful blog. Sign up [here](#).

## ERA Legal Series:

### Practical Knowledge for the New Technologies Landscape

Tuesday, April 29, 2008

American Conference Center, New York City

*Approved 9.5 CLE*

This new one-day legal program explores the most recent FTC developments and offers practical insights and in-depth solutions in the area of emerging technologies. Sign up today and ensure your group remains competitive, knowledgeable and successful. Register [here](#).

## ERA New York City Networking Reception

Tuesday, April 29, 2008

ERA's Webinar Series - Customer  
Service/Optimization  
2:00-2:30PM EDT

**June 12, 2008**

ERA's Webinar Series - Online  
Video and Social Networking  
2:00-2:30PM EDT

**June 22-23, 2008**

The Electronic Home Shopping  
Conference 2008  
Fairmont Hotel  
Monte Carlo

**July 16, 2008**

Networking Reception - Santa  
Monica  
Casa del Mar  
Santa Monica, CA

**September 21, 2008**

ERA's 18<sup>th</sup> Annual Convention  
Paris Hotel  
Las Vegas, NV

**5:30 p.m. – 6:30 p.m. Eastern Time**  
**American Conference Center, New York City**

Immediately following the ERA Legal Series program, you'll have the opportunity to catch up with old industry friends and make new connections during this festive networking reception. Free for ERA Members.

Nonmembers: \$100.

RSVP to Katie White, [kwhite@retailing.org](mailto:kwhite@retailing.org) or at 703.908.1035.

## ***Electronic Retailer Magazine LiveEdit Lab***

**Wednesday, April 30, 2008**

**American Conference Center, New York City**

Unique from other programs, the LiveEdit Lab delivers the editorial content of *Electronic Retailer* magazine through a dynamic, live forum. You will interact with the editors, columnists and industry leaders who make *Electronic Retailer* the leading publication for multi-channel retailers. For full information and registration, visit [here](#).

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## **This Week's Blog**

*Electronic Retailer* has an engaging online blog community! Join with your peers and industry leaders as we discuss current hot button marketing and advertising issues. *This week on the blog*: iPhone or Blackberry – you decide! Should you be marketing to gay consumers? Direct response hits Miami: enjoy party pictures from the recent ERA eRetailer Summit. Join the discussion today at [www.electronicretailerblog.com](http://www.electronicretailerblog.com). We dare you!

## **March 31 Deadline Reminder: Booth Space at the '08 Convention**

If you'd like to exhibit at the 2008 ERA Annual Convention (Sept. 21-23 in Las Vegas), the deadline to submit your contract and 50% payment is **March 31**. If you exhibited at the 2007 ERA Convention and need a 2008 exhibitor space contract, contact Stephanie Harcum at [sharcum@retailing.org](mailto:sharcum@retailing.org). Nonmembers: Save 30% off the price of exhibiting when you join ERA. Learn more [here](#).

## Industry News

[CHANNELSINTERNATIONALTRENDSBUSINESSINDUSTRYGOVERNMENT AFFAIRS](#)

### CHANNELS

- [Cashing In on MeCommerce](#)

What makes the mashup of social networks with e-commerce, or MeCommerce, compelling is that it not only makes users' recommendations viral to their social networking friends' list, but enables the author -- a social network member -- to actually benefit monetarily from their recommendations.

*www.ecommercetimes.com*

- [Become.com Strives For Top Comparison-Shopping Engine Status](#)

WHO SAYS SEARCH IS STRUGGLING? Financial types may be worried about dips in search traffic and ad clicks on the core engines, but for comparison-shopping engines like Become.com, the outlook is bright.

*MediaPost Publications*

- [Wealthy Consumers Using Social Networks Online](#)

According to The Luxury Institute's latest WealthSurvey, the participation of wealthy online consumers in social networks dramatically increased to 60% in 2008, from 27% in 2007.

*Center for Media Research*

- [Mobile Marketing Is Here. Can You Hear Me Now?](#)

For marketers, creating a genuine dialogue with consumers via mobile is now a reality. This can be attributed to several key factors.

*Adotas*

- [JupiterResearch Cracks The Mobile Code](#)

JupiterResearch has found that introducing portable media players (PMP's) with internet browsing capabilities are likely to stimulate significant growth among those accessing wireless web and will

create additional opportunities for advertisers, who are expected to spend \$2.2 billion on mobile messaging, display ads, and search via mobile technology by the year 2012.

*Adotas*

- **[Video 2.0 Goes Pro With Hulu](#)**

I've been testing Hulu, and I am very impressed with its design and ease of use and with the fact that it allows users to edit and republish its content on their own sites. Despite some drawbacks, it's the first Web property I've seen from mainstream studios or networks that shows a real understanding of both modern Web design and the Internet's culture of sharing.

*TechNewsWorld*

## INTERNATIONAL

- **[Latin America's ECommerce Leader](#)**

There is a market of 500 million people--about 8.6% of the world's population--that the business media all too often neglects as it serves up story after story about China and India. That would be Latin America.

*www.forbes.com*

- **[Zlio: Everyone's a Retailer](#)**

Some France-based merchants have seen Zlio drive as much \$5 million in revenue, the firm said, and more expansion is on the way. A UK site launched recently and a German version will be up this spring. "We feel we've built a platform that can be scaled up in a number of ways," said Zlio founder and CEO Jeremie Berrebi, including additional merchant services to roll out in coming months.

*www.ecommercetimes.com*

## TRENDS

- **[Spending on Alternative Media Jumps 22%](#)**

Spending on alternative media hit \$73.43 billion in 2007, a 22% increase over the previous year, and will continue to grow, according to PQ Media's Alternative Media Forecast: 2008-2012, released today.

*Advertising Age*

- **[Buying and Banking On-The-Go](#)**

A new Harris Interactive study shows that one in four cellular phone users with mobile internet access now use their devices to buy goods and services online with a credit card, and nearly one in five saying they would like to someday use cell phones as a "mobile wallet," where charges would be billed directly to their mobile accounts.

*Center for Media Research*

- **[Bad times are good for online coupons](#)**

About nine months ago, Steven Boal, founder of Coupons Inc., began to see the fabled hockey-stick-like growth that has made fortunes for so many Silicon Valley entrepreneurs.

*www.siliconvalley.com*

- **[Online Shopping by Minorities Up Sharply in Five Years](#)**

Online shopping by African-Americans, Asians, Hispanics and other minorities has increased dramatically in the past five years, according to (pdf) a report from The Media Audit, MarketingCharts writes.

*Marketing VOX*

- **[Men, You're Outnumbered Online](#)**

The US Internet population remains firmly skewed toward females.

*eMarketer*

## **BUSINESS**

- **[Creating New Revenue With Old Content](#)**

Making content easier to find maintains its usefulness. Matching the right ads with the right content -- not simply the most recent content -- provides incremental revenue opportunities for both publishers and advertisers. Maintaining strong traffic will always be the key to making the relationship between content and advertising work, and traditionally that's all anyone has cared about.

*www.ecommercetimes.com*

- **[Can CRM Handle Web 2.0?](#)**

At its recent Convergence conference, Microsoft missed a prime opportunity to tell its Web 2.0 story, said Denis Pombriant, principal of Beagle Research. "Microsoft has a very serviceable CRM 1.0 product. However, in a world that is increasingly talking about CRM 2.0, social media, social networking and communities, Microsoft still has some distance to travel."

*CRM Buyer*

- **[The High-Stakes World of E-Marketing](#)**

Strategic targeting and better accuracy through customer value segmentation and measurement assists in identifying the right types of potential and current customers to work with -- and waiting for the feedback can even capture the same drama of a reality television show in the process.

*www.ecommercetimes.com*

- [How Older Pros Can Transition to Digital](#)

Media professionals, now hear this: It is time to walk the talk or take a walk. Forecast numbers show online ad spending more than doubling in the next three years to more than \$44 billion in 2011 from just under \$22 billion now.

*Advertising Age*

## INDUSTRY

- [Netflix Apologizes For Mail Glitch, Offers Discounts](#)

WHEN A SYSTEM GLITCH KEPT thousands of DVDs from reaching consumers' mailboxes on Tuesday, Netflix shifted quickly into damage control. Subscribers found emails in their inboxes apologizing for the inconvenience, and the promise of a 5% credit to their account scheduled to appear on their next billing statements.

*MediaPost Publications*

- [Sirius-XM Merger Opponents Gird for Last Stand](#)

The results of the merger fight may reach beyond simple satellite and terrestrial radio; it could result in fundamental changes in cross-media ownership. The last hurdle for Sirius and XM -- and the last chance for the National Association of Broadcasters and Clear Channel, which oppose it -- is with the FCC, which is approximately halfway through its review.

*www.ecommercetimes.com*

- [Google Plays Openness Card to Slip Broadband Between TV Channels](#)

This is the second time Google is trying to get at the TV white space. Last year, it formed the White Spaces Coalition with Dell, EarthLink, HP, Intel, Microsoft and Philips to "persuade the FCC to establish appropriate interference standards that would allow entrepreneurs to develop fixed and mobile devices that utilize these airwaves," wrote Richard Whitt, Google's Washington Telecom and Media Counsel.

*TechNewsWorld*

- [EBay on the Prowl](#)

Electronic-commerce giant eBay (EBAY) epitomizes the buying spree reshaping the tech landscape, and its mixed record on mergers presents a case study in what would-be acquirers should and shouldn't do to ensure a takeover succeeds.

*BusinessWeek*

- [Shoes.com steps up its site with consumer Q&As](#)

Online footwear retailer Shoes.com, a subsidiary of Brown Shoe, is revamping its Web site as part of an ongoing initiative to enhance the customer experience on the site.

*DMNews*

- [Amazon takes on Apple with copy-protection-free music](#)

The music industry is finally comfortable selling digital music without copy protection, but the huge shift hasn't resulted in dramatically higher sales.

*USA Today*

## GOVERNMENT AFFAIRS

- [William E. Kovacic Named FTC Chairman](#)

WASHINGTON (AdAge.com) -- President Bush today named Federal Trade Commission member William E. Kovacic as the commission's new chairman.

*Advertising Age*

- [Loss of personal data on rise](#)

Despite the public outcry over identity theft, the loss of personal information still appears to be on the rise.

*www.siliconvalley.com*

- [States Alter Rules of Game On Safety for Toy Makers](#)

In a move that has alarmed the toy industry, lawmakers in the state of Washington have overwhelmingly passed a bill that would set the toughest restrictions in the nation on the lead content of children's products.

*The Wall Street Journal*

- [White House Hands Tech Entrepreneur Cybersecurity Reins](#)

"The cybersecurity initiative -- all the monitoring of government networks -- is sort of a big deal, but it requires getting a lot of cooperation across a lot of government agencies," said Gartner security analyst John Pescatore. "It seems a little naive that they'd think somebody without government experience can come in and get things done."

*www.ecommercetimes.com*

## Member Press Releases

- [Thane Direct Names Industry Veteran Jürgen Hansen Vice President of Business Development](#) (PDF)
- [Response Expo 2008 Unveils Initial List of Seminars and Speakers](#) (PDF)
- [Hawthorne Direct DRTV Spot for Medifast Earns "Best in Category" Creativity Award](#)

ERA IS NOT RESPONSIBLE FOR THE CONTENT OF PRESS RELEASES. NOR INFORMATION AS A RESULT OF LINKING TO INDIVIDUAL COMPANY WEBSITES.

## ERA in the News

ERA and the self-regulation ERSP program are mentioned by Tim Hawthorne, Chairman and Executive Creative Director of Hawthorne Direct, in an article from Nuwire Investor. [Read the full article here.](#)

## Classified Ads [Advertise in ERA's E-News Weekly](#)

### VP Acquisition/CRM

The VP Acquisition/CRM will be responsible for setting and meeting sales goals and developing and executing strategic business plans to enable the further acquisition, retention and backend development of the IDD customer base. Will also own P/L responsibility for IDD/DTC business. Responsible for Acquisition, Retention, Training and Customer Service.

Qualifications:

- Bachelor's Degree required; MBA preferred
- 7-10 years experience in direct response industry, management experience including staff development, project management and client/vendor relations
- Exceptional Team building and leadership skills
- Analytical, business and strategic planning skills
- Exceptional interpersonal skills

For complete job description visit:

[http://www.bareessentialscareers.com/job\\_detail.asp?JobID=1166126&user\\_id=](http://www.bareessentialscareers.com/job_detail.asp?JobID=1166126&user_id=)

### Infomercial Producer, PREMIER SOLUTIONS

PREMIER SOLUTIONS is looking for a full time INFOMERCIAL PRODUCER to work full time at our newly post-production facility located in Miami Beach Florida. Those people interested please e-mail us your resume at [jorge@premiersolutions.com](mailto:jorge@premiersolutions.com).

### CFO/COO

Emerging direct response company is in search of an experienced CFO and COO to help lead our company to the next level. Excellent salary and benefits package will be provided. An ability to quickly adapt and perform on multiple platforms simultaneously is essential. Please email resume and salary requirements to [hr@aotearoawest.com](mailto:hr@aotearoawest.com).

## **Direct Marketing Manager - Acquisition, Bare Escentuals (San Francisco, CA)**

The successful candidate will be responsible for planning, implementing, executing and tracking all infomercial marketing initiatives designed to acquire new customers.

### Job Responsibilities

- Take lead in developing bareMinerals infomercial product assortment and pricing strategy.
- Prepare positioning statements for sales initiatives and the development of marketing collateral.
- Develop comprehensive plan for infomercial in-market tests and full rollout.
- Coordinate all operations-related tasks for new show rollout and on-going infomercial campaigns.

For a full job description please [click here](#).

## **Direct Response Professional**

15 years in DRTV.

Executive level management experience.

Production, post, managing campaigns from start through roll out.

Marketing in direct response with long and short form television and radio.

Print, web (including banner advertisements), direct mail, back end and continuity programs. Compliance and call center development and management.

Available full time or consulting.

Interested in learning more about how I can make a difference for your firm? Please reply to

[drproff17@gmail.com](mailto:drproff17@gmail.com).

## **PER INQUIRY RADIO, TV, PRINT AND INTERNET CLIENTS NEEDED.**

William Sullivan Advertising, specialist in per inquiry / remnant radio, TV, print and Internet advertising is looking for more clients to place per inquiry with us across the country. Presently we have over 50 satisfied clients using our per inquiry radio, TV, print and Internet service paying a specific price per lead. Feel free to read some of Bill's articles on DR Radio which had been published in Electronic Retailer Magazine [http://www.williamsullivanadvertising.com/articles\\_0607.html](http://www.williamsullivanadvertising.com/articles_0607.html). We are looking for more clients to place advertising in our per Inquiry program. We have a proven model for over 22 years making direct response advertising work for our large and expanding list of clients. For samples of our radio commercials please visit <http://www.williamsullivanadvertising.com/samples.html>. Our present client categories start from Natural Cures book to acne products to stress and anxiety relief programs to inventions companies to hair replacement and much more. We are dedicated to expanding our clients business and you can be a part of our growth. Contact Bill Sullivan at 973-379-8555 or email [bill@williamsullivanadvertising.com](mailto:bill@williamsullivanadvertising.com).

## **Submissions**

Are you an ERA member? As a membership benefit, you can submit press releases, company/personnel announcements and calendar items to be published in the E-News Weekly. Please contact Peter Howson, [phowson@retailing.org](mailto:phowson@retailing.org).

## **Advertising Opportunities**

If you are interested in advertising, please contact Peter Howson, [phowson@retailing.org](mailto:phowson@retailing.org).

[Please follow this link to opt out of ERA mailings.](#)

## **Electronic Retailing Association**

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Suite 300

Arlington, VA 22201

(800) 987-6462 · (703) 841-1751 · [contact@retailing.org](mailto:contact@retailing.org)

Contact us: Monday – Friday 8:30 am – 5:00 pm ET

[Learn more about the Electronic Retailing Association.](#)

We  
never  
spam.  
We  
never  
sell our  
lists.  
[Read  
our  
privacy  
policy](#)