

How to use each channel

Channel	Foundation channel – always on	National campaigns	Local campaigns	Tactical campaigns	Market entry/trial	Test and learn engine ... product, pricepoint or proposition	Delivery of large scale	Small scale delivery (targeted or restricted campaign)
Direct mail	●	●	●	●	●	●	●	●
Doordrops	●	●	●	●	●	●	Support	●
Leaflets	●	●	●	●	●	●	●	●
Inserts	●	●	●	●	●	●	●	●
Press	●	●	●	●	●	●	●	●
PR	●	●	●	●	●	●	Support	●
DRTV	●	●	●	●	●	●	●	●
Radio	●	●	●	●	●	●	Support	●
Outdoor	●	●	●	●	●	●	Support	Support
F2F	●	●	●	●	●	●	●	●
Doorstep	●	●	●	●	●	●	●	●
Telesales (OBTM)	●	●	●	●	●	●	●	●*
Partnerships	●	●	●	●	●	●	●	●
Email	●	●	●	●	●	●	●	●
SMS	●	●	●	●	●	●	●	●
SEO	●	●	●	●	●	●	●	●
PPC	●	●	●	●	●	●	●	●
Aggregators	●	●	●	●	●	●	●	●
Affiliates	●	●	●	●	●	●	●	●
Display	●	●	●	●	●	●	Support	●
Social	●	●	●	●	●	●	Support	●
Mobile	●	●	●	●	●	●	Support	●
Own customers	●	●	●	●	●	●	●	●
Declines	●	●	●	●	●	●	●	●

● Yes ● Unlikely ● Maybe

Notes: Maybe – so long as the channel has been proven as viable within CPA

Support – will not deliver scale but could support