

# Risks and mitigations

Channel	Key risks	Mitigations
Direct mail	Low response rate, operational errors, poor attribution, long lead times	Response rate may be improved by investment in targeting and data quality, use of incentives, development of creatives; operational errors can be minimised by using an experienced team and vendor, detailed project management with contingency built in; vendor should use fuzzy matching until attribution is proven; plan campaign many months out
Doordrops	Low response rate, operational errors, poor attribution, poor distribution	Use reputable national distributor
Leaflets	Low response rate, operational errors, poor attribution, poor distribution	
Inserts	Lack of creative cut through, response affected by headlines as with press, 'shake out'	Invest in creative (colour, message, shape and size), no answer for headlines
Press	Poor placement (distracting headlines, competitor story or promotion, adverse brand story), low/hi sales of press driven by headlines	
PR	Lack of value delivery	Work with very specific KPIs and deliverables agreed with your agency
DRTV	Poor attribution, variable impacts; market power of sales houses	Invest in attribution model, use effective media agency to minimise credit build
Radio	Poor creative so little cut through; challenge in creating response mechanism	Use specialist creative agency
Outdoor	Poor response, since it's unlikely to be immediate (until mobile really clicks in)	Use very simple/memorable response mechanism and link tightly to other campaigns supported
F2F	Mis-selling, poor fulfilment process	Work with a reputable vendor, use rigorous process, tracking of applications and active mystery shopping
Doorstep	Mis-selling, too intrusive so adverse impact on brand	Work with most reputable vendors and ensure close tracking and compliance
Telesales (OBTM)	Mis-selling and intrusiveness	Use reputable agency, train well, monitor tightly and motivate effectively
Partnerships	Over-specified/complicated deal, breakdown in partner relationship, lack of take up	Keep it simple and maintain close positive relationship with the partner
Email	Poor quality sales, no metrics, no control over sends time/scale	Close relationship with vendors
SMS	Poor targeting and usability	Invest in agency to kick off
SEO	Penalised by Google for manipulation	Use specialist agency
PPC	Ad judged poor quality by search engine, competitor attack	Invest in quality, strengthen brand terms to avoid attack
Aggregators	Exclusion from top of table	Build and leverage relations with aggregators
Affiliates	Poor quality sales	Monitor closely and manage actively
Display	Responsiveness drops further	Monitor commercials closely and turn channel off when CPA drifts too high
Social	Commercial model undeveloped for some platforms	Test carefully at low scale and only roll out once CPA established
Mobile	Fail behind market	Monitor market developments and usage tightly and move with competitors: establish a platform and operation ready to roll at short notice