



Nuvo H2O

\$600 price point for water filtration device. The DRTV campaign always performed at least 2.0 ROI and drove retail - \$450 to \$1,000 price points just for DRTV not including retail sales, networks or affiliates for over 4 years!

“Cesari Direct was able to take a complicated product with a high price point and successfully structure a direct-to-consumer ad campaign that helped grow our business”

*Laird Washburn
CEO/President, Nuvo H2O*

