

# HOMEBUILDER CASE STUDY

## GOAL:

Well-known homebuilder desired to drive foot traffic to their new community and increase traffic to their website by building brand awareness.

## SOLUTION:

Creation of a multi-drop strategy with compelling subject lines for the best possible inbox placement. Creative copy, including special finance offers specific to the current renters in the area.

## TARGETING:

- 30 mile radius of community zip code
- Current renters
- HHI 70K+

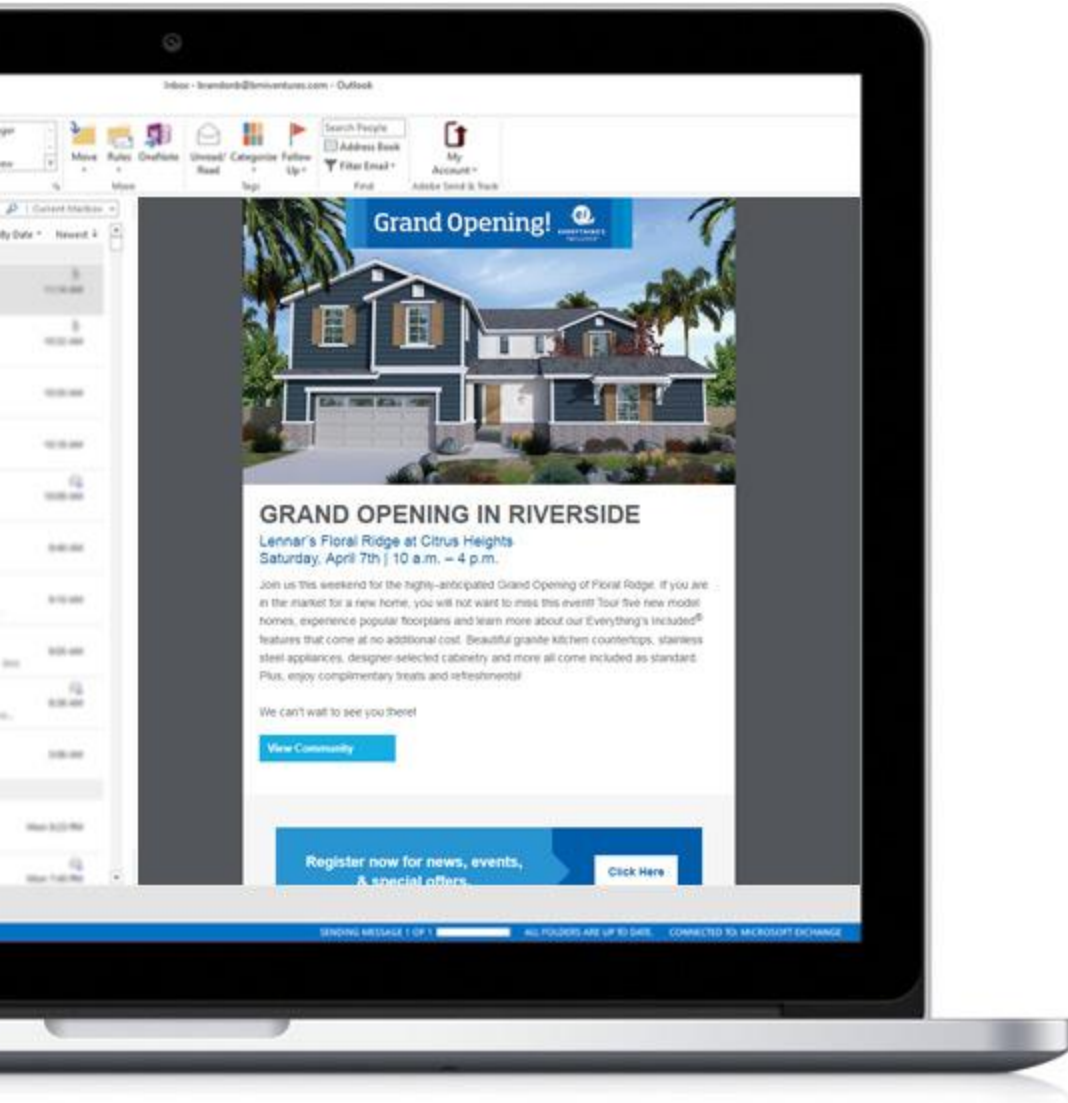
## EMAIL COUNT:

100,000 emails deployed twice a month, 1 week apart, for 3 months

600,000 unique records including all opens from the previous drops

## RESULTS:

- **1,550** new prospects gained during the three month campaign window
- **7% (108)** of the new prospects originated from the email deployments
- **19 prospects applied for financing**
- **4 closed on homes** all in the \$400's (ROI)



# HOMEBUILDER **CASE STUDY**

## GOAL:

Beazer Homes, a well-known homebuilder, was looking to increase visitors to their open houses, drive traffic to their websites and promotional events such as grand openings, giveaways and model tours for their Northern California, Raleigh and Atlanta divisions.

## SOLUTION:

By targeting individuals that met their ideal homebuyer profile in these specific regions – such as income, marital status, length of residence and credit ranges—The result was over 2.5MM emails successfully delivered to prospective homebuyers.

## TARGETING:

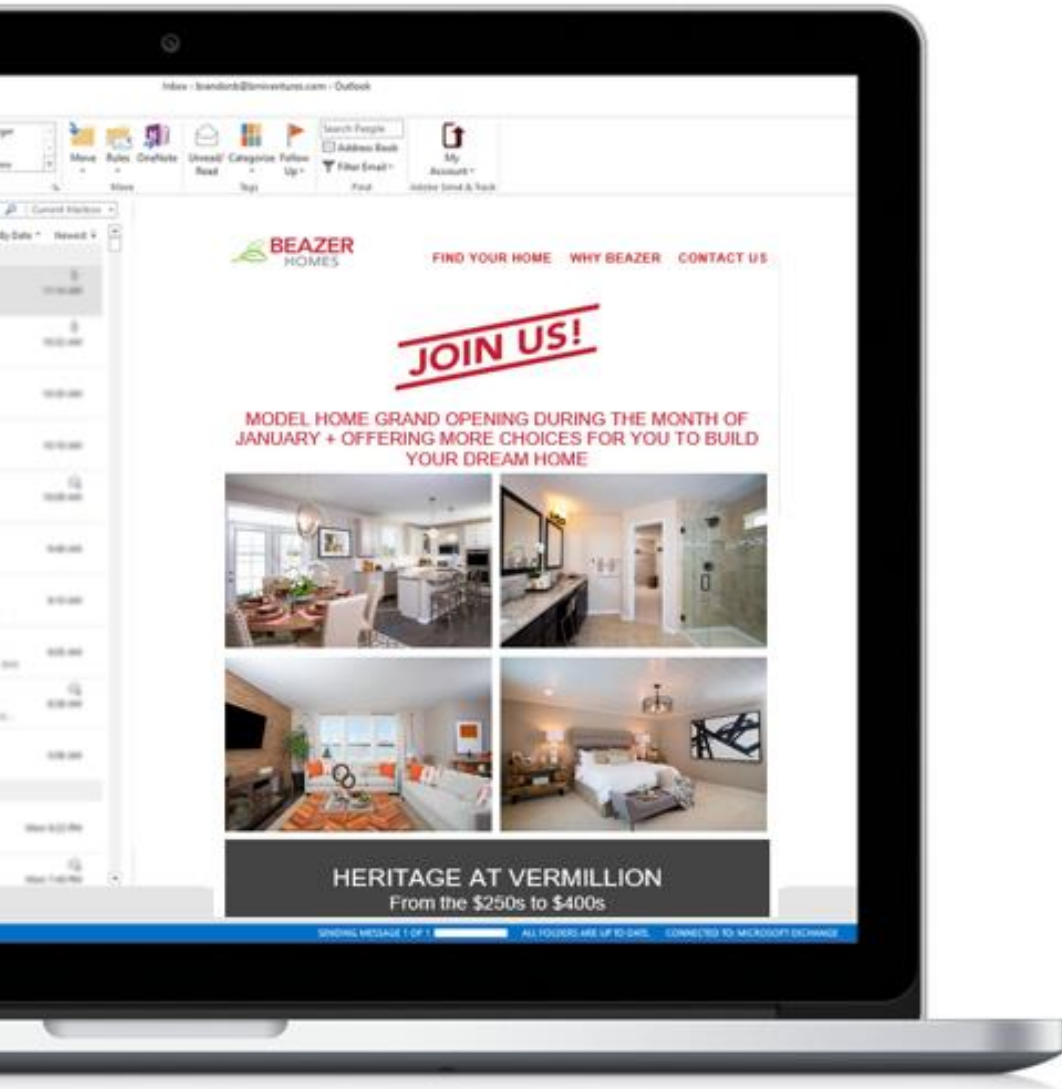
- Current renters in the respective geographic locations
- Age 35-55
- HHI 100k+

## EMAIL COUNT:

50,000 record campaigns for each community, deployed every 2 weeks for several months

## RESULTS:

- **7,574** new prospects gained during campaign window
- **8.8% (669)** of the new prospects originated from the email deployment
- **Of the 669 matched prospects**, 71 applied for financing
- **13 closed on homes** in the high \$300's



# AUTO CASE STUDY

## GOAL:

Major Automotive Group in the Pacific Northwest was looking to drive traffic to their website, promote service appointments and vehicle sales, and drive foot traffic to their showrooms in all locations.

## SOLUTION:

Implementation of a three month campaign that targeted individuals that met their ideal car buyer profile – such as auto intenders, age, income and credit ranges.

## TARGETING:

- 30 miles around each dealership location
- Import Auto Owners
- Auto Intenders

## EMAIL COUNT:

200,000 record campaigns, deployed weekly and bi-weekly over a three month period per location

## RESULTS:

- **12.99%** average open rate
- **1.89%** average click rate
- **12,462** new sales and service customers gained during three month campaign window
- **25% (3,108)** customers originated from the email deployment
- 378 sales matches, **\$859,165.87** in gross profit
- 2,730 service matches, **\$552,272.72** in revenue



# AUTO CASE STUDY

## GOAL:

Automotive Group with dealerships located in the Southeast U.S. were looking to create brand awareness while driving showroom visits for all locations, website traffic, service appointments and new and used vehicle sales.

## SOLUTION:

By targeting individuals that met their ideal car buyer profile – such as income, marital status, length of residence and credit ranges, over 220K emails were delivered to prospects monthly.

## TARGETING:

- 30 miles around each dealership location
- Conquest auto owners
- Auto intenders

## EMAIL COUNT:

100,000 deployed twice with a re-drop to opens over a two month period for each dealership location

## RESULTS:

- **13.01%** average open rate
- **2.02%** average click rate
- **10,181** new sales and service customers gained
- **1,668 (16%)** sales and service customers generated from the email deployment
- 181 sales matches, **over \$3MM** in revenue
- 1,487 service matches, **over \$1MM** in revenue



# AUTO CASE STUDY

## GOAL:

Automotive Group looking to create brand awareness while driving showroom visits to all locations, plus website traffic, service appointments and new and used vehicle sales.

## SOLUTION:

By targeting individuals that met their ideal car buyer profile – such as income, marital status, length of residence and credit ranges, over 200K emails were delivered to prospective car buyers.

## TARGETING:

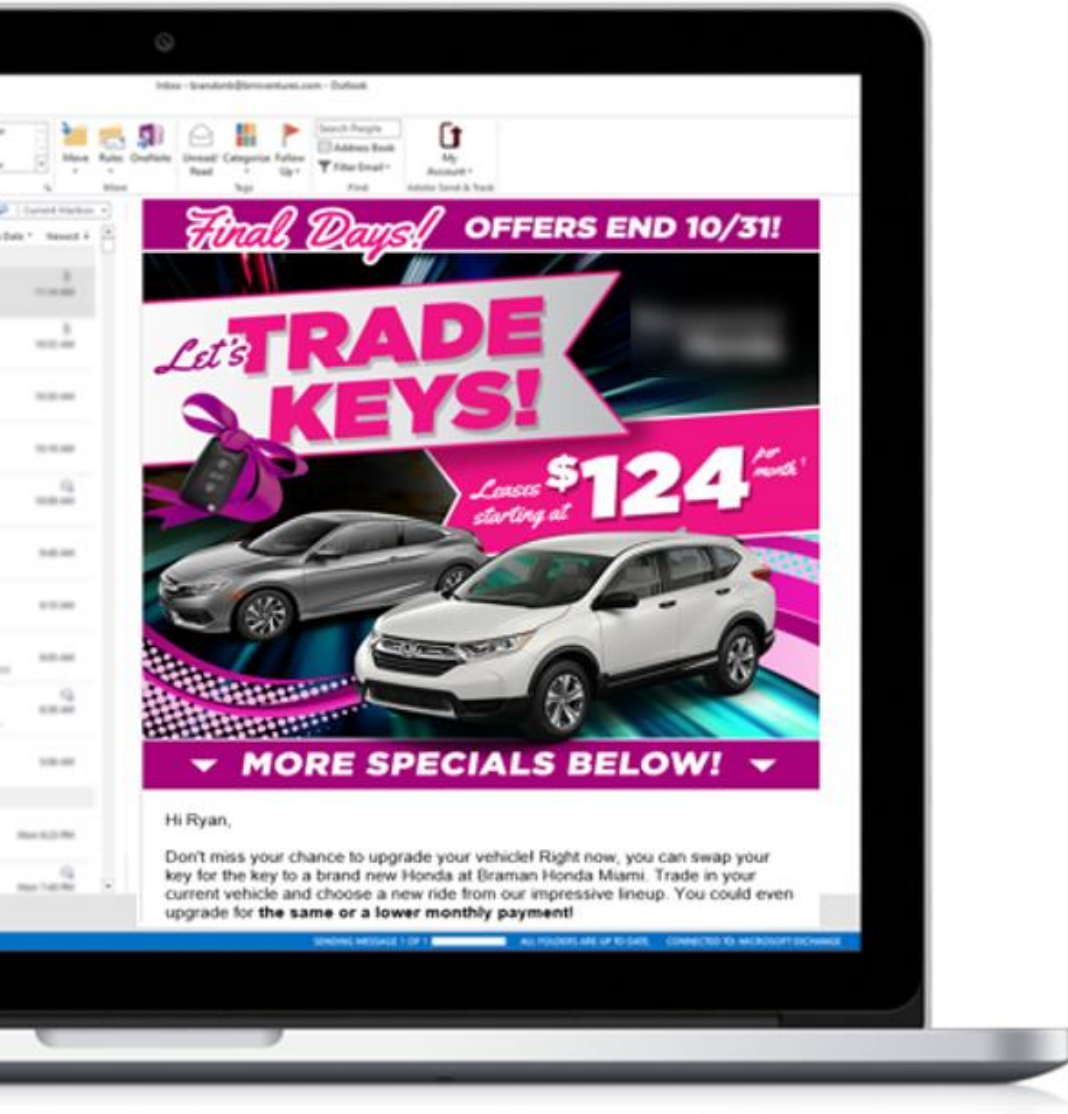
- 10 miles around each dealership location
- Honda, Nissan and Toyota owners
- Auto Intenders

## EMAIL COUNT:

50,000 deployed every 2 weeks over a two month period per location

## RESULTS:

- **14.33%** average open rate
- **1.7%** average click rate
- **1,004** new sales & service customers gained during campaign window
- **201 (20%)** customers acquired from the email deployment file
- 172 sales matches, **\$456,081.37** in gross profit



# HOSPITALITY CASE STUDY

## GOAL:

Skytop Lounge was looking to increase reservations and loyalty bookings during the summer and fall seasons, and promote their new Bed & Breakfast package.

## SOLUTION:

Utilizing key targeting criteria 200,000 individuals were identified that meet the “snowbird” consumer profile in the respective locations.

## TARGETING:

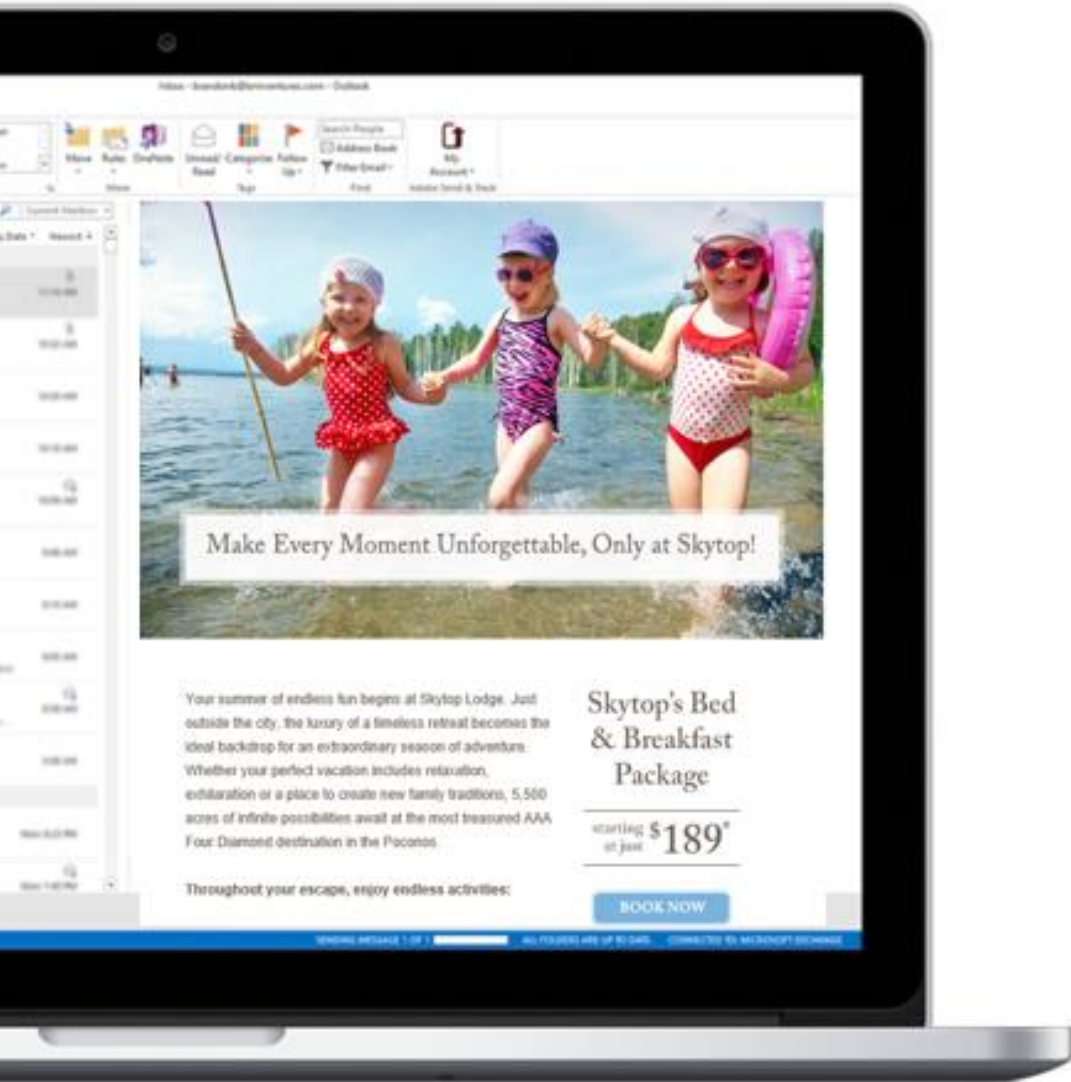
- NY, NJ and PA
- Married Couples, Age 35-65
- Travel Interest

## EMAIL COUNT:

50,000 record campaigns mailed every other week for a two month campaign

## RESULTS:

- **14.25%** average open rate
- **2.01%** average click rate
- **186** reservations generated from the email deployment
- **\$114,765.82** in revenue generated



# HOSPITALITY CASE STUDY

## GOAL:

The Phoenician (part of Starwood Hotels) was looking to increase revenue during the summer season and acquire new bookings.

## SOLUTION:

Utilizing key targeting criteria, a reach of 300,000 individuals were identified that meet the seasonal consumer profile.

## TARGETING:

- Age 35-54
- HHI \$80k+
- Travel Interest

## EMAIL COUNT:

50,000 record campaigns mailed every other week for a three month campaign

## RESULTS:

- **13.59%** average open rate
- **1.84%** average click rate
- **115** reservations generated from the email deployment
- **\$29,196.45** in revenue



# HOSPITALITY CASE STUDY

## GOAL:

Wild Dunes Resort hotel was looking to increase revenue by doing a yearly bulk buy. Their goal was to acquire new bookings and stay top of mind for when people were ready for vacations.

## SOLUTION:

Reach of over 10 million targeted individuals across the United States during the seasonal year.

## TARGETING:

- Couples/Group: Age 32-49, HHI \$50k+, No presence of children in the household
- Family: Ages 30+, HHI \$100k+, Children present in the household
- Baby Boomer: Ages 49+, HHI \$70k+

## EMAIL COUNT:

Deployments varying between 100,000 – 300,000 records per campaign over a 12 month period with emphasis on heightened seasonal traffic.

## RESULTS:

- **11.43%** average open rate
- **1.34%** average click rate
- **947** reservations generated from email deployment
- **3,464** total nights stayed
- Average **3.7 nights per stay**
- **More than \$1.1 Million** generated in Room Revenue

