



CEA MARKETING GROUP CASE STUDY  
BUILDER PURL CAMPAIGN  
NOVEMBER 2008 – FEBRUARY 2009  
(Introduction)

Preface: In November 2008, CEA Marketing Group launched a builder direct marketing, personalized URL campaign targeting consumers. Consumer groups included prospects that were already familiar with the client's brand, as well as "cold" consumers who were not already documented as having entered the sales process for this particular builder. Understanding that the buying cycle for home purchases is between 2 to 3 months from initial contact, CEA launched this campaign at the onset of holiday season with the intentions of garnering much needed leads for the start of the upcoming year. PURLs represented the best option for this particular builder in that it provided a work-able database, as well as survey data detailing the buying situation of each and every lead. All of this information was then collected and forwarded in real time to the appropriate division and sales point person for immediate follow-up. The November PURL campaign was the first of 2. The second campaign launched in January of 2009, which included overlapping target markets from the initial campaign, as well as new prospects that had never been contacted previously.

What is a PURL Campaign?

A. Personalized Direct Mail Piece

- a. Each piece features the first and last name of the individual  
Ex. Benjamin Franklin
- b. Every person that receives a direct mail piece also sees a personalized URL  
Ex. BenjaminFranklin.BigSaleToday.com
  - Benjamin Franklin is the actual name of the recipient.
  - Big Sale Today is the campaign's registered URL.

B. PURL Website

- a. Registration / Landing Page
  - i. This page welcomes the person to their personalized website and discusses the campaign and offers.
  - ii. This page includes a registration and serves as a collection page for valuable contact information, such as an E-mail Address and Phone Number.
  - iii. Respondents can also update contact information presented on the website.
- b. Survey Page
  - i. This page is custom designed for the client's objectives. In a builder's scenario, questions would shed light on the client's buying situation and what they are looking for.
  - ii. Questions could include timeframe, product type, price point, location, and hot buttons – what would get them to purchase today?
  - iii. All of this information is connected to the registrant, so your sales staff has a tremendous amount of valuable information to assist in the follow-up.
- c. Results Page
  - i. Based on their survey responses, communities, floor plans and incentives can be customized to match the prospect.
  - ii. Commonly, referral functions, set an appointment functions, as well as a downloadable voucher that the prospect can redeem at a sales center, are included on this recommendation page.

C. Personalized Consumer E-blast

- a. In addition to Direct Mail, if there are accompanying E-mail addresses with the postal records, the PURL can be sent to prospects in an E-mail as well.

D. Personalized Realtor E-blast

- a. CEA can compile a Realtor List that will allow Realtors to create PURLs for their clients.



CEA MARKETING GROUP CASE STUDY  
PURL CAMPAIGN  
NOVEMBER 2008 – FEBRUARY 2009  
(Campaign Overview)

Industry: Homebuilding  
Campaign: Personalized URL  
Direct Mail  
Realtor E-mail Blasts  
Consumer E-mail Blasts

Objective: Lead Generation

Time Line:

Campaign 1 Launch: November 2008  
Campaign 2 Launch: January 2009

Scope: State-wide campaign involving 5 distinct markets

Jacksonville Metro Area

Involved in Campaign 1 and Campaign 2  
Campaign 1: 13,206 Direct Mail Pieces  
Campaign 2: 14,025 Direct Mail Pieces

Orlando Metro Area

Involved in Campaign 1 and Campaign 2  
Campaign 1: 13,343 Direct Mail Pieces  
Campaign 2: 14,531 Direct Mail Pieces

Tampa Metro Area

Involved in Campaign 1 and Campaign 2  
Campaign 1: 10,544 Direct Mail Pieces  
Campaign 2: 9,764 Direct Mail Pieces

Southeast Florida (Doral, Cooper City and Stuart)

Involved in Campaign 2 ONLY  
Campaign 2: 14,421 Direct Mail Pieces

Southwest Florida (Fort Myers, Cape Coral and Naples)

Involved in Campaign 2 ONLY  
Campaign 2: 11,403 Direct Mail Pieces

Direct Mail Totals:

Campaign 1: 37,093 Total Direct Mail Pieces (Across 3 Markets)  
Campaign 2: 64,144 Total Direct Mail Pieces (Across 5 Markets)  
GRAND TOTAL = 101,237

Target Markets:

In-House Prospect Database provided by the client  
CEA Complied Database based on geographic and demographic criteria



CEA MARKETING GROUP CASE STUDY  
PURL CAMPAIGN  
NOVEMBER 2008 – FEBRUARY 2009  
(Campaign Results)

**Total Sales: 50**

- Of the buyers that had closed between November 2008 and January 2009, there were 39 sales that can be linked to PURL Campaign 1 and / or 2, meaning they received a PURL direct mail piece and / or E-blast and responded to it.

**Orlando Metro Area = 17 Sales**

**Tampa Metro Area = 6 Sales**

**Southeast Florida = 16 Sales**

**Southwest Florida = 3 Sales**

**Jacksonville = 8 Sales**

**Total CEA Leads: 31**

- The target markets for this campaign included a client-provided in-house prospect list, as well as a “cold” list compiled by CEA.
- Of the 50 total sales attributed to a PURL campaign, 31 of those sales were driven by the “cold” list CEA had developed, meaning nearly 62% of those sales were generated from the PURL campaigns – individuals that had not previously entered that builder’s sales funnel.

**Campaign Cost for 5 Markets: \$124,680.00**

Campaign 1: \$43,590.00 (Included 3 Markets)

Campaign 2: \$81,090.00 (Included 5 Markets)

**Approximate Cost per Sale: \$2,493.60**

Based on 50 sales and a Grand Total Cost of \$124,680.00

**PURL Response to List**

Orlando Metro Area = Average **3.53%** response between Campaign 1 and 2

- o Includes 139 Realtor E-blast Referrals

Tampa Metro Area = Average **1.77%** response between Campaign 1 and 2

- o Includes 25 Realtor E-blast Referrals

Southeast Florida = **1.25%** response for Campaign 2

- o Includes 24 Realtor E-blast Referrals

Southwest Florida = **3.04%** response for Campaign 2

Jacksonville Florida = **1.50%** response for Campaign 1 and 2

- o Includes 26 Realtor E-blast Referrals

**Survey Response: Wants to Move Right Away or Within 30 Days**

Orlando Metro Area: **91** respondents between Campaign 1 and 2

Tampa Metro Area: **27** respondents between Campaign 1 and 2

Southeast Florida: **24** respondents for Campaign 2

Southwest Florida: **24** respondents for Campaign 2

Jacksonville Florida: **47** respondents for Campaign 1 and 2

**Survey Response: Wants to Move within 6 months (includes Right Away or Within 30 Days)**

Orlando Metro Area: **234** respondents between Campaign 1 and 2

- 143 exclusive leads

Tampa Metro Area: **103** respondents between Campaign 1 and 2

- 76 exclusive leads

Southeast Florida: **51** respondents for Campaign 2

- 27 exclusive leads

Southwest Florida: **116** respondents for Campaign 2

- 92 exclusive leads

Jacksonville Florida: **136** respondents for Campaign 1 and 2

- 89 exclusive leads

**Conversion: Leads wanting to move within 6 months**

Orlando Metro Area = 17 Sales

- **7.26%** conversion

Tampa Metro Area = 6 Sales

- **5.83%** conversion

Southeast Florida = 16 Sales

- **31.37%** conversion

Southwest Florida = 3 Sales

- **2.58%** conversion

Jacksonville = 8 Sales

- **5.88%** conversion