

CEA Marketing Group Case Study:

Tampa Homebuilder
"FRESH" VDP & PURL CAMPAIGN

QUANTITATIVE EXECUTIVE SUMMARY

(VDP & PURL Campaign: Feb. 15th - March 2nd)

Mail Sent	10,000	(9,500 Consumer DM pieces, 500 Realtor DM pieces)
Unique Visitors	526	(Unduplicated count of people who visited their PURL: From Direct Mail, Consumer E-blasts or Realtor E-blasts) Consumer: 279 Unique Visitors Realtor: 247 Unique Visitors
Total Responses	455	(People who completed the survey) Consumer: 226 Responses Realtor: 229 Responses
Conversion Rate	86.5%	(455 Total Responses / 526 Unique Visitors) Consumer: 81% Conversion Rate Realtor: 92.7% Conversion Rate
Total Visits	1,227	(Repeat visits: Total Visits / Unique Visits) Consumer: 444 Total Visits / 279 Unique Visits Average Visit of 1.59 times per unique visitor Realtor: 783 Total Visits / 247 Unique Visits Average Visit of 3.17 times per unique visitor
Total Response / List	2.79%	(279 Consumer Unique Visitors / 10,000 Mail Sent)
Homes Sold from PURL	6	(Directly attributed to PURL Campaign)
Total Homes Sold Weekend of Feb. 23	26	(Normal sales average with just newspaper: 8 per weekend)

CAMPAIGN SUMMARY

Results:

The campaign lasted for approximately 2 weeks. During the weekend of February 23rd, CEA Homes sold **26** homes, **6** of which were directly attributed to the PURL campaign, being they had not been previously worked by a sales agent. Compared to sales statistics from the 3 prior weekends with an average of 8 homes sold, during the PURL campaign, CEA Homes sold 3x more homes.

Background:

CEA Homes had been advertising their “Top 25” Inventory homes in the Tampa Bay Metro Newspaper, *Tampa Tribune*, for 3 weeks prior to the launch of their PURL and direct mail campaign. The creative was eye-catching and unique, the theme being, “Fresh New Prices for your Fresh Start.” Web analytics were averaging about 15 hits per weekend on their newspaper-specific Splash Page. Average homes sales were about 8 per weekend.

Overview:

Goal: To implement a targeted, direct marketing effort that coordinated with the already-running newspaper theme in order to bolster sales center traffic, increase sales, as well as capture leads that would add to pre-existing in-house databases. A direct mail list was compiled utilizing constraints such as geography, credit score range and monthly rent, as well as household value and income. The primary targets of the direct mail campaign were apartment renters. Some strategic multi-family communities were also included. The secondary target was Realtors within Pinellas, Pasco and Hillsborough County. The goal of the marketing for this sub-group was to encourage broker participation and on-site client visits.

Campaign Timeline:

Launched February 15th • Expiration Date March 2nd

Marketing Components:**CONSUMER-TARGETED****1. Variable Digital Direct Mail Piece**

- a. *Specifications: 6”x11” oversized postcard, 4/4, 100# cover, Personalized*
- b. *Quantity: 9,500 pieces*
- c. Creative Overview:

The piece was designed to emphasize the recipients name in order to pique their interest. In order to encourage consumers to log on to their personalized Web site, they were offered up to a \$50.00 Publix® Gift Card, which went along with the campaign theme of “Fresh.” The primary message was, “PRIVATE SALE, UNADVERTISED PRICING!” which was further detailed in the copy. Recipients of the direct mail piece would log on to a personalized site, so they could view the Top 25 inventory homes at reduced, exclusive pricing.

2. 3 page, Personalized Web site

- a. *Landing Page, Survey Page and a Results Page + Thank you E-mail*
- b. *Specifications: 9,500 Individual PURLs*
- c. Creative Overview:
 - Registration
 - Once the consumer visited their Web site, they were asked to register. The individual was greeted with their name and asked to submit their e-mail address. A working e-mail would have to be provided in order to preview the private sale pricing.
 - Survey Page
 - The second page was a survey that helped to pre-qualify the visitors. Based on their answers to the survey, taking into consideration desired location, price point and product type, the best inventory home matches would be recommended on the final results page.
 - Results Page
 - Also, the incentive was tailored to the individual based on their answers to two specific pre-qualifying questions. For example, you had to be looking to move within the next 6 months, and you could not have a house to sell. Individuals that met that criteria received a voucher for the full \$50.00 Gift Card. If for some reason you did not meet the criteria, you received a voucher for a \$10.00 Gift Card.
 - Tracking Device

- On the Results Page, you would be prompted to print a pre-populated voucher that detailed the incentive you qualified for. In order to redeem your Gift Card, you had to visit a CEA Homes' sales center.
- Thank you E-mail
 - Upon completion of the survey, the consumer who just filled out their e-mail address during registration would receive a Thank You e-mail that reiterated the call to action being, "Stop by a CEA Homes Sales Center to pick up (amount they qualified for) Publix® Gift Card before March 2."

3. CEA Homes' List Consumer E-blast

- a. *E-mail with a link to the individuals pre-created personalized Web site*
- b. Creative Overview:
 - The E-blast was sent out to a list CEA Homes had already compiled. The message included a link to their own personalized Web site so they too could log in and preview the private sale prices.

REALTOR-TARGETED

1. Variable Digital Direct Mail Piece

- a. *Specifications: 6"x11" oversized postcard, 4/4, 100# cover, Personalized*
- a. *Quantity: 500 pieces*
- b. Creative Overview:
 - The piece was very similar to the consumer direct mail creative. However; the copy reflected a Realtor target. The piece also stressed the exclusivity of the personalized Web site, that they received the piece only because they were an "Approved" top Realtor. The private sale pricing they qualified for could then be extended to their clients, but they had to log on to the personalized Web site to preview the homes and to print their verification voucher.

2. 2 page, Personalized Web site

- a. *Landing Page, Survey Page and a Results Page + Thank you E-mail*
- b. *Specifications: 500 Individual PURLs*
- c. Creative Overview:
 - The Realtor personalized Web site mimicked the overall look and message of the consumer version; however, it did not include a survey. The Realtor was asked to complete registration, and then they were given access to a page with a comprehensive listing of private sale homes. They were also prompted to print a verification voucher that gave them authorization to extend their exclusive pricing at point of purchase.

3. Realtor E-blast

- a. *E-mail with a directions on how to create your own personalized Web site*
- b. Creative Overview:
 - The e-blast copy delineated certain steps that allowed the recipient of the e-mail to generate their own personalized Web site instantly. Then, they too could utilize the private sale pricing.