

# CEA MARKETING GROUP CASE STUDY:

## MAJOR FLORIDA GULF COAST WATERFRONT RESORT "PURELY FOR PLEASURE" VDP & PURL CAMPAIGN

### QUANTITATIVE SUMMARY

<b>Direct Mail Sent</b>	6,679	Client supplied in-house list
<b>E-Mail Deployed</b>	36,932	Client supplied in-house list
<b>Visitors</b>	2,449	Unduplicated count of those who visited their PURL from direct mail and E-blasts Direct Mail: 232 E-Mail: 2,217
<b>Responses</b>	956	Those who completed the Landing page Direct Mail: 199 E-Mail: 675
<b>Response to Visitor Ratio</b>	39%	(956 Responses/2,449 Visitors)
<b>Visitor to List Ratio</b>	5.6%	(2,449 Visitors/43,611 List)

### CAMPAIGN SUMMARY

#### Overview:

The goal of the campaign was to capture qualified leads that allowed for direct follow-up by the client (either via telephone or E-mail) as well as providing recipient online booking capability. Additionally, the client sought to obtain recipient "opt-in" permission for receipt of a periodic online newsletter it produced and disbursed. The client provided both the direct mail and E-mail lists. List composition comprised of those individuals who had visited the resort in the recent past as part of a corporate meeting and/or event in an effort to promote a personal return stay.

#### Background:

The client markets aggressively using a number of media outlets, targeting a wide audience spectrum. The PURL campaign fell within the direct response rubric of the client's overall mix. Prior to the utilizing the campaign described herein, the client made exclusive use of "spray and pray" direct mail that did not include personalization or PURL components.

## **Components:**

The campaign components consisted of the following:

### **Variable Digital Direct Mail Piece**

- a) **Specifications:** 11" x 6" oversized PERSONALIZED postcard, 4CP/4CP on 100# cover stock
- b) **Quantity:** 6,697 pieces
- c) **Creative Overview:** The piece was designed emphasize individual recipients' name. Several promotional incentives were offered as a means of encouraging recipients to log-on to their personal Web site for additional information and to consummate bookings.

### **Personalized Web Site**

- a) **Navigation:** Personalized Landing Page, "Thank You" Page, and Client Provided Promotion/Incentive-Specific Page tied to existing Web site
- b) **Specifications:** 6,697 Individual PURLs
- c) **Creative Overview:** The personalized Web site was designed to complement the digital direct mail in terms of overall "look and feel."

### **E-Mail Blast Deployment**

- a) **Specifications:** Personalized Landing Page linking directly to Personalized Web site components as described above.
- b) **Specifications:** Three deployments totaling 36,932
- c) **Creative Overview:** The personalized landing page was to design to complement the digital direct mail in terms of overall "look and feel."