

MAILER:

K. Hovnanian Homes

OBJECTIVE:

K. Hovnanian Homes faced the challenge of increasing new leads of prospective home buyers in Middlesex County as well as creating awareness of their open house party.

SOLUTION:

eTargetMedia implemented a highly targeted email marketing campaign segmenting an audience of qualified home buyers in Middlesex County from the highly responsive Prospective Home Buyers file. eTargetMedia strategically targeted prospective home buyers who fit the desired age group, household income and ethnicity groups who would be an ideal audience to purchase a new home in this community. The campaign was designed to announce the Divali Open House Party and invite prospective home buyers to come tour the beautiful community and provide home buyers with all of the community amenities, pricing and availability.

OUTCOME:

The email marketing campaign resulted in exceptional open, click through and conversion rates that were significantly above industry averages for real estate offers. The client reported that the open house was a great success and attendance was high due to the email campaign.



K. Hovnanian Homes

K. Hovnanian's[®] Orchards at Monroe presents a:

Divali Party

Join us on **Saturday, October 18th**
from **12pm to 4pm** to tour our beautiful community with the entire family!
Food & sweets will be served while enjoying live entertainment

The Orchards
AT MONROE

While you're here, learn more about our newest community.

Featuring:

- 132 distinct single-family homes
- Up to 3,125 square feet of living space
- 3-4 bedrooms, 2.5 baths
- Attached 2-car garages
- English basements

Priced from the mid \$500s

khov.com/theorchardsmonroe | [877.245.1208](tel:877.245.1208)

Sales Office Open: 10am - 6pm Daily
6 Potomac Avenue, Monroe Township, NJ
GPS address: 324 Cranbury Half Acre Road, Monroe Township, NJ

[Driving Directions](#)



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