

LENNAR CASE STUDY

MAILER:

Lennar

OBJECTIVE:

Lennar Houston Village Builders faced the challenge of increasing new leads of prospective homebuyers for yearend pre-holiday incentives.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of qualified prospects ages 30-54, with HHI \$75K-\$150K and 5+ years length of residence in the Houston DMA from our highly responsive Prospective Homebuyers File. The campaign was designed to announce end of year incentives such as upgrade opportunities, to present prospective buyers with an overview of various Houston communities, current availability and starting pricing, and to encourage registration to receive future direct updates and incentives from Lennar Village Builders. eTargetMedia was able to utilize the correct combination of carefully selected files, segmentation qualifiers, recency and list optimization to segment an ideal audience for the offer and to assure a successful outcome for the mailer

OUTCOME:

The email marketing campaign resulted in significantly above industry average open and click-through rates as well as strong conversion rates. The client reported increased registrations, new leads and overall increased traffic as a direct result. The mailer subsequently scheduled multiple subsequent eTargetMedia campaigns as a result of the success rates. New Homes by VILLAGE BUILDERS® | VillageBuilders.com



What better way to create a new holiday tradition than to spend this holiday season in the new home of your most treasured dreams. A magical collection of homes is ready now for your immediate enjoyment, in need of nothing but the aromas of your holiday feast, a crackling fire and your family's joy. Every day is a holiday in a new Village Builders home!

BUY NOW & BE HOME FOR THE HOLIDAYS!

Ask a New Home Consultant about Year End Savings!

New Homes from the \$200s-\$600s



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