

MAILER:

Lennar

OBJECTIVE:

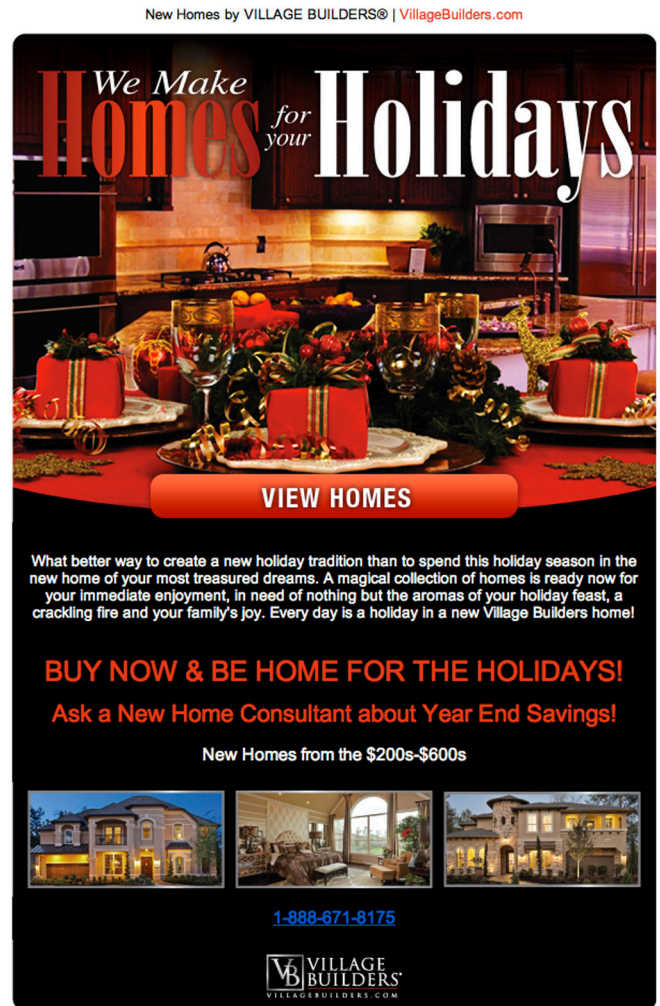
Lennar Houston Village Builders faced the challenge of increasing new leads of prospective homebuyers for year-end pre-holiday incentives.

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.



Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com