

MAILER:

Lexus

OBJECTIVE:

Lexus faced the challenge of introducing the first ever Lexus ES and Lexus ES Hybrid and positioning them as true works of innovation with a contemporary look and advanced technological features unlike anything existing in the automotive market.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of luxury prospective auto buyers in-market for a new vehicle with an upper income market skew. eTargetMedia segmented prospects from the specialized Luxury Auto Buyers file and optimized new prospective customers by cross referencing a “green” household lifestyle qualifier as well as implementing a 30 day hotline select for the critical recency factor. Segmentation also included in-market for other competitors’ models in a comparable suite of luxury auto options for these distinct customers to reach a highly responsive audience. The campaign was designed to introduce the new ES and ES Hybrid as true innovation, unlike anything currently on the market, with the combination of technology, design and style in such a revolutionary manner that it can only truly be experienced with a test drive.

OUTCOME:

The email marketing campaign resulted in very strong open and click through rates that far surpassed industry average for acquisition marketing, leading to increased conversion rates, a subsequent increase in number of test drives, and an increase in sales during the promotional period for the Lexus ES and Lexus ES Hybrid.



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