

Challenge

Pierre & Vacances is one of Europe's leading providers of holiday property residences, combining property development and holidays. The company has built its reputation over 40 years. Although a major part of the UK business is repeat, there is an on-going marketing requirement to 'feed the funnel' with new enquirers in order to hit ambitious sales targets. We have handled UK press advertising since 2004, but in line with all press advertisers there has been a steady increase in the cost per enquirer. In the autumn of 2006 P&V turned to us for advice – how best to maintain the enquirer pipeline but at a more cost-effective level?

Solution

We recommended e-marketing as the most effective way to generate quality sales leads to feed the UK office. A target of 100 sales leads per week was set. We designed a template for the e-shots, researched lists of opt-in customers that met the client's customer profile and put in place a rolling campaign to e-mail 50K consumers per month. Information gathered on each enquirer was extensive, including name, e-mail address, postal address and telephone number. This had the desired effect of reducing response rates (by sifting out the non-serious enquirers) but significantly increasing the quality of each lead.

Results

The first campaign exceeded client expectation for leads generated (by 15%). Since that first campaign we have tested messaging, design and timing in order to maximise response rates as the campaign progresses. The cost per response fell steadily. Not to rest on our laurels, we continue to explore new on-line channels to further increase responses and move P&V towards cost per action emarketing models.

