

Case Study: Permission Based e-Mail Campaign



Goal:

- Generate interest, sales leads and build Travel Agent database to promote packages and special offers

Solution:

- We executed a succession of permission based e-mail campaigns using rich HTML e-mail and relevant, targeted, well written copy to 80,000 travel agents
- Used an incentive of a \$500 savings bond for call-to-action

Results:

- 500 responded to our call-to-action
- 7% Click-through to the Marriott.com website
- 20,000 travel agents opened and read our e-mail
- Over 400 travel agents agreed to receive future e-mails from the hotel

Revenue Performance
10831 Woodchase Circle
Orlando, FL 32836 407-909-9036
gordon@revenueperformance.com