



Objective

Drive targeted email traffic on a CPA .

Solution

Working with MediaCom Edinburgh we planned a test schedule over a 4 week period to generate 400 enquiries, this included free creative concept and HTML build. After a successful test campaign the activity was rolled out over a 4 month period and budgets were increased month on month.

Results

The campaign has turned into a valuable source of online enquires for Red and budgets have increased substantially from the test phase. For 2010 email will play a major role in delivering continued growth.

Kind Words

"AJi have helped us grow the volume of quality email enquiries for Red over the past 6 months, they've become an integral part of the online schedule and we're looking forward to growing the campaign in 2010"

Godelieve O'Sullivan.
Digital Group Head



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