



Brief

To drive traffic to the AAH website on a CPA via Email, Co registration and Social Media.

Solution

We devised a targeted email plan to test specific lists over a 3 month period, this included creative testing for specific ISPs to ensure deliverability. After a successful pilot campaign we partnered with a major database owner to build an email strategy that consisted of 25 partners delivering over 2 million emails each week. A co-registration & Social media plan were also implemented and consisted of major portals such as My Offers, Facebook & Bebo.

Results

After a successful test campaign AAH moved all activity to AJi exclusively and the payment model was switched from CPL to CPS (cost per sale).

The campaign now delivers over 2,000 qualified sales every month and AAH have increased their outbound call centre by 40% in 6 months.

Kind Words

"Having worked with a number of online agencies over the years we have a solid understanding of the complexities involved with building a campaign that delivers volume & quality consistently. AJi have opened up new channels for us and helped build our online presence aggressively over the past 12 months. They have great knowledge of traffic building on a performance basis."

Dave Carter.
Marketing Director



Contact us today
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