



Objective

Drive registrations for weekly e-newsletter with strict targets on open rates.

Solution

Target audience was identified & creative concept put together based on a relevant incentive for the consumer to sign up. Qualifying questions were agreed to allow consumers to select what type of holiday they're most interested in. Campaign was set live on Active You and delivery started within 48 hours from creative sign off.

Results

8,000 registrations were delivered in month 1 with an open rate of 18%. Creative was tweaked in month 2 and volume increased to 15,000 per month with an open rate of 24%.

Kind Words

"AJi have become an integral part of our third party lead generation strategy for 2009 after providing us with a consistent flow of quality data"

Yogesh Sharma, Cheap Flights



Contact us today
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