

CASE STUDY

How One Redi-Data Customer Benefitted from a Powerful Email Campaign

➤ **PROFILE**

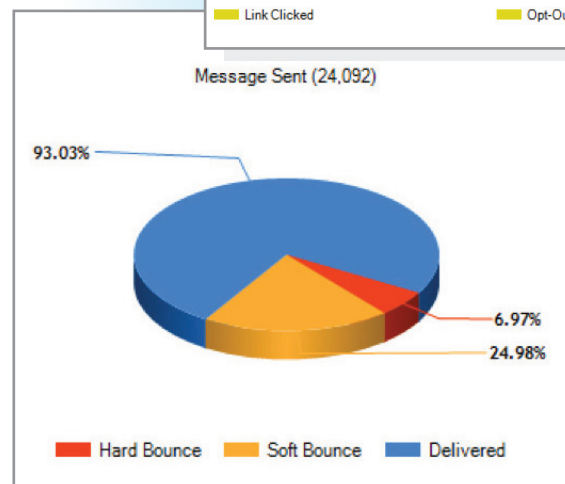
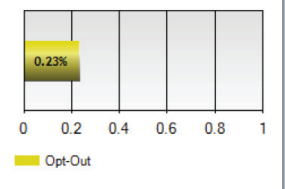
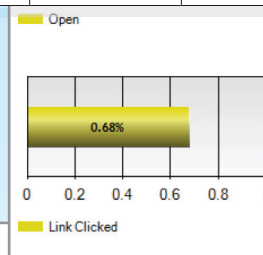
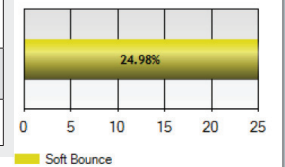
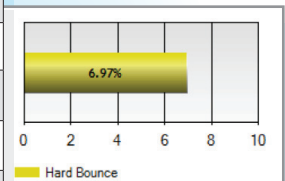
> **Challenge:** To build immediate awareness and generate interest in a New Jersey oceanfront property.

> **Situation:** A high-end residential property, for sale in an upscale section of a New Jersey shore community, was receiving limited interest due to the poor overall real estate market. The summer season was ending, leaving a very small window available to generate interest prior to the slow winter months. The property was represented by a major real estate brokerage firm. As part of the firm's comprehensive marketing plan, the property had previously appeared in its printed and electronic property publications. An oversized postcard mailing was deployed to an internal database of pre-qualified buyers and the property was also featured on the local publications advertising shore-based properties for sale or rent. Marketing efforts were not fruitful.

> **Solution:** A targeted low-cost email campaign. The marketing professionals at Redi-Data helped create a qualified targeted list which included high net worth individuals from various counties in New Jersey and select counties in New York and Pennsylvania. The email message with a strong call to action was designed and tested. The message contained a link to the agency and to a virtual tour of the home.

> **Result:** An immediate and tangible increase in call volume and a higher level of interest in the property. This led to identifying prospective buyers and scheduling a greater number of property tours. Presently the owner is considering an offer for the home.

Campaign Summary		
Metric	# Unique	Percent
Message Sent	24,092	100%
Hard Bounce	1,679	6.97%
Soft Bounce	6,019	24.98%
Delivered	22,413	93.03%
Unique User Open/Read	623	2.78%
Total User Open/Read	938	4.19%
Unique User Link Clicks	152	0.68%
Total User Link Clicks	190	0.85%
Opt-Out	52	0.23%
CTR	-	24.40%
Positive Interaction Rate	-	65.75%
Positive Communication Rate	-	91.65%



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About Redi-Data, Inc.

Redi-Data, Inc. provides consumer, business and healthcare professional data, mail and email lists. The company offers a diverse selection of information and data points including demographic, geographic, financial and lifestyle. Redi-Data also offers lead verification, comprehensive data processing and turnkey direct marketing services.

As an industry leader in healthcare information, Redi-Data is a preferred licensee of the American Medical Association (AMA), American Dental Association (ADA), and American Society of Health System Pharmacists (ASHP), and has an extensive collection of physician and medical professional email addresses.

Redi-Data also offers data services including Redi-Analytics to help rate potential customers based on risk and response data. Other services include list hygiene, data processing and postal processing such as National Change of Address, Delivery Sequence File, Delivery Point Validation, and data and phone number appends for business and consumer files.

For more information, visit www.redidata.com or read our blog at <http://blogs.redidata.com>



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