

Tourism agency increases traffic with innovative e-mail campaign

Challenge:

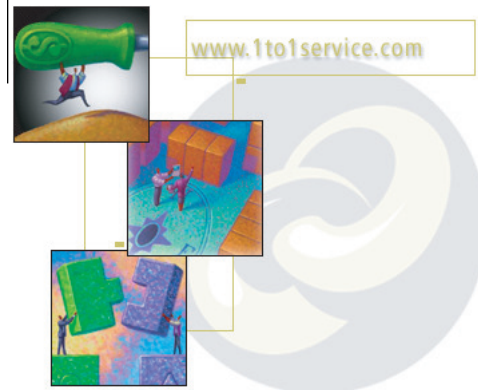
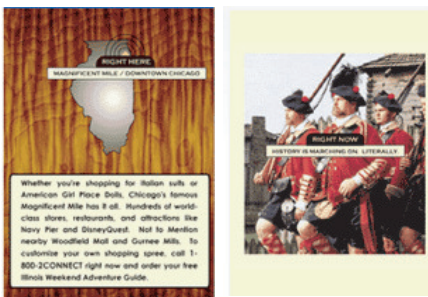
The Illinois Bureau of Tourism wanted to increase traffic to Illinois tourism destinations by sending out 300,000 e-mail messages to potential visitors.

Solution:

One-to-One Service.com managed the entire e-mail campaign using iCentives[®], which was integrated with the bureau's print advertising efforts. Users were directed to specially designed multi-media presentations prepared by One-to-One Service.com that were

tightly integrated with the print advertising campaign. The campaign received a 5% response rate from a mailing of over 300,000 recipients. One-to-One Service.com provided an automatic opt-in/out process and tracked clickthrough rates for each message.

The client was able to create an e-mail campaign quickly, coordinated with a direct-mail initiative, and to monitor the results on a daily basis. The campaign generated a tremendous amount of response as compared to a typical print campaign, and was managed completely by One-to-One Service.com. This allowed the client to focus on their core business.



Organization

■ Illinois Bureau of Tourism

Industry

■ Tourism

Challenge

■ Increase traffic to destinations with e-mail campaign



■ One-to-One Service.com

Mailing Address:

PO Box 2231
Champaign, IL 61825

Email:

sales@1to1service.com

Direct Phone:

217.903.4458

Fax:

866.557.2545