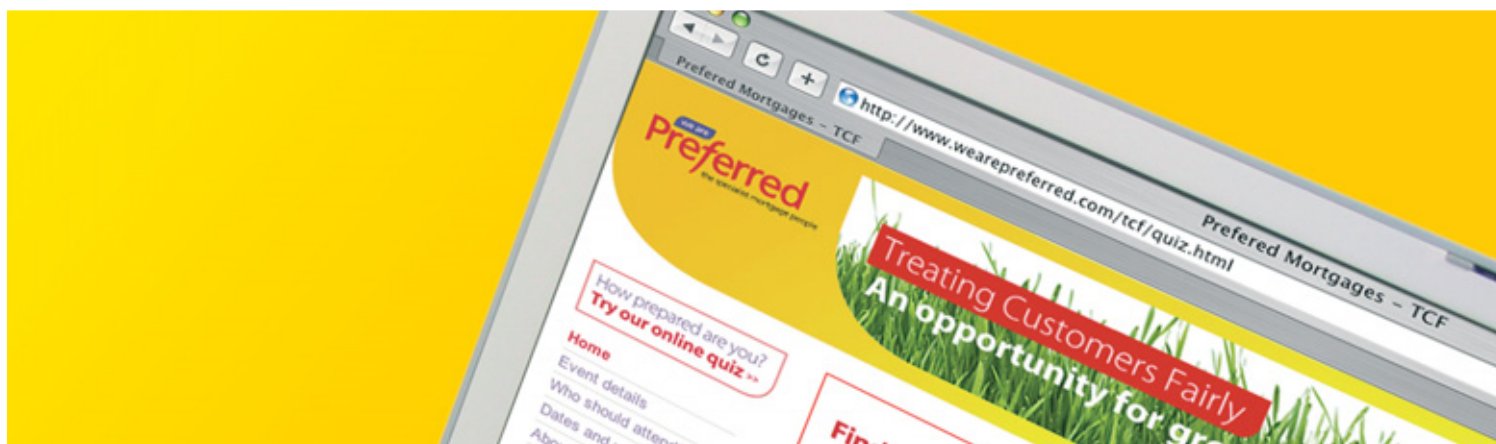


# VGROUP: INTERACTIVE CASE STUDY PREFERRED MORTGAGES

REF. VGI // WEBSITE MARKETING // PM01



## CLIENT: PREFERRED - THE SPECIALIST MORTGAGE PEOPLE WEBSITE MARKETING CAMPAIGN

Preferred is one of the UK's leading lenders in the 'non-conforming' market place. To help them get the best value from their marketing spend, we needed to impose better measurement and leverage more control. We were then able to predict, refine and ultimately improve Preferred's marketing performance.

### Background / Objectives

Preferred's marketing focuses on key product launches using print and 'traditional' direct marketing media to target financial intermediaries across the UK.

Both channels were comparatively costly, and posed considerable difficulties in terms of campaign measurement and control.

### Process / Deliverables

To clarify the best media mix for future campaign activities, we created a range of online / offline marketing tools including:

- Banner ads, usually appearing on 3rd party e-mail newsletters subscribed to by financial intermediaries.
- Campaign-specific website landing page templates which Preferred could easily update themselves.
- A dedicated marketing web hosting environment, so that new pages could easily be uploaded, and results quickly analysed.
- A series of campaign specific URLs to appear on direct marketing materials to allow for tracking of lead sources.

- Low cost / high impact direct marketing postcard mailers which delivered consistent campaign creative themes and messages.

### Benefits

Preferred are now able to:

- Predict numbers of leads for particular campaigns based on researched and real-world performance benchmarks e.g. banner click through rates, leads from DM, landing page data capture etc.
- Easily establish new campaigns and measure results as projects are in progress.
- Refine future campaigns based on real world results and apply resources to best-performing media / messages.
- Communicate with their prospects using a truly integrated communications approach.

### Further information

To find out more on how VGroup can help your business please phone Jasmine Wilkinson or email: [jasmine.wilkinson@vgroup.com](mailto:jasmine.wilkinson@vgroup.com)



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