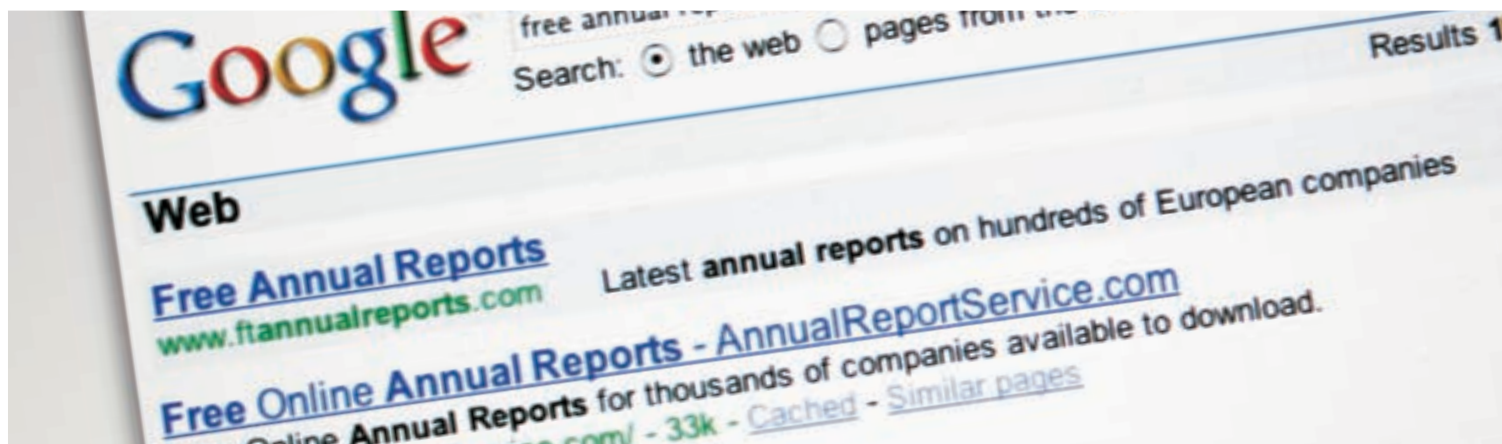


VGROUP: INTERACTIVE CASE STUDY FINANCIAL TIMES

REF VGI // ONLINE ADVERTISING // FT01

01



CLIENT: FT ANNUAL REPORTS SERVICE

HELPING THE ANNUAL REPORTS SERVICE USE ONLINE MEDIA

The ♣ symbol is to be found in most of the leading print and on-line financial media in North America and Europe. It indicates which companies are participating in The ♣ Annual Reports Service (ARS).

Background / Objectives

In order to gain new customers, ARS had traditionally relied on a combination of 'conventional' direct marketing and online visibility via partner websites. Faced with increased competition and volatile investor behaviour, a new prospecting channel was needed.

Our previous experience of working with ARS had delivered a messages / media mix to ensure that the information needs of different customers segments were understood and fulfilled. Based on this mix, we were able to devise a series of highly focused messages which would use the pay-per-click channel to reach customers.

The campaign strategy was highly granular, aiming to provide ordering triggers based on sector, investment strategy, or individual company information to a wide range of customers.

Benefits

Once the campaign framework was established, our client maintained full control of the advertising, with the ability to understand which messages worked best and focus budget on best performing ads.

Compared to alternative channel, the new PPC approach was clearly superior in terms of cost per order:

Banner ad @ £17.50

3rd party email newsletter @ £10.00

DM @ £2.00

PPC @ £1.00

Further information

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



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