

## Barrhead Travel Case Study

Based in Glasgow with over 400 employees, [Barrhead Travel](#) is the UK's largest truly independent travel company. Specialising in cruises, flights, package holidays as well business travel, the company owns a portfolio of websites including flightsdirect.com, bargainshortbreaks.com and cruisedirect.co.uk.

Previous winners of the 'Winners at the Web' awards, Barrhead Travel had previously focused solely on SEO and PPC. The tie up with Attinger Jack interactive was the company's first foray into lead generation.

The purpose of the lead generation campaign was two-fold:

*To help build Barrhead Travel's prospect database.*

*To provide leads for use in Barrhead Travel's internal email marketing campaigns.*

Using AJi's lead generation website, [Active You](#) (a competition and offers website aimed primarily at the Over-40's), AJi generated 30,000 leads per month promoting an incentivised cruise competition. Traffic for the competition was driven to Active You through a number of media partners including AOL, Daily Mail Online, GMTV, MSN etc.

Results proved to be outstanding. Barrhead Travel's database of 60,000 individuals was doubled in size within the first two months.

From subsequent email activity to its enhanced database, Barrhead Travel sold 9 cruises with its very first email campaign.

Jacqueline Dobson, Managing Director of Barrhead Travel, says: "The leads generated by ActiveYou performed brilliantly giving an excellent ROI. We've therefore decided to roll out the test into a fully fledged lead generation campaign spanning many months."

Tom Evans, Commercial Director of Attinger Jack interactive, says: "Barrhead Travel are one of the biggest names in travel and we've demonstrated to them that lead gen will work if the leads are of high enough quality."