

## Lead Gen Case Study

[ActiveYou](#) is a rewards and competition website launched in late March 2009 by leading interactive agency, [Attinger Jack interactive](#).

Aimed at the Over 40's demographic, Active You has been created as a classic lead generation vehicle and is the only agency-owned lead generation website in the UK. Consumers are invited to the site to take up special offers and enter competitions from brands as diverse as Cheapflights.co.uk, Optical Express, Laithwaites Wines and E.ON.

Each special offer and competition directs individuals to a unique landing page tailored specially to that brand's offer. Consumers enter their details on the landing page, typically answering one or two individually tailored questions. For example, on the [landing page](#) for cheapflights.co.uk, consumers are asked to fill in the type of holiday they prefer (package, beach, city breaks etc).

This data is then submitted immediately to the relevant brand as 'qualified leads'. Insurance specialists Castle Cover, for example, receive up to 1,000 leads per month which are sent directly to their call centre. The company calls each lead within a specific time frame whilst the lead is still 'warm' - often within one hour.

Other clients, for example Barrhead Travel (the UK's largest independent travel agency), use the leads as a database building exercise for email marketing purposes. Barrhead Travel aims to add 30,000 new database records each month using ActiveYou and associated channels.

The challenges in setting up any lead generation website are two fold. Firstly, and the simplest to address, is the need to have a minimum number of compelling special offers and competitions that attract site visitors. ActiveYou has therefore approached a number of brands to participate in the website and offer special deals and competitions.

The second challenge is harder - how to generate traffic to the website and generally let people know that the website exists! ActiveYou has addressed this by running competitions across a number of high traffic websites such as [www.telegraph.co.uk](#), [www.GMTV.co.uk](#), [www.aol.co.uk](#) and [www.msn.co.uk](#).

ActiveYou has also developed newsletters, blogs and home page editorials to create a more interactive user experience and encourage repeat visits. As a result of this activity, ActiveYou is generating a significant volume of web traffic that it is converting into leads.

The resultant cost per lead varies according to sector and depth of lead qualification. Initial feedback has been outstanding with some clients generating record conversion rates, even as high as 57% for one hearing aid client.

Part of this success has been dependent on best practice benchmarks such as each landing page having a dedicated 'terms & conditions' section as well as a 'contact us' form. Email newsletters are also restricted to one a week and staggered to ensure deliverability. The website's email sender score has subsequently stayed at a remarkable 96%.

For further information contact [jez@ajinteractive.co.uk](mailto:jez@ajinteractive.co.uk) or telephone us on 0207 520 1580.

### **Active You**

[www.activeyou.co.uk](http://www.activeyou.co.uk)

### **Attinger Jack interactive**

[www.ajinteractive.co.uk](http://www.ajinteractive.co.uk)

**Cheap Flights landing page**

<http://www.activeyou.co.uk/Competitions/Travel/Cheap-Flights.asp>