

SMS brings customers to Center Parcs

Business need

To inform consumers of Center Parcs holiday information through mobile, while also providing a quick call to action.



The solution

Center Parcs TV advertising featured an SMS call to action, where respondents were asked to text their name and address for a free holiday brochure and DVD.

Shortly after the brochure send, opted-in customers receive a second text confirming receipt of the brochure and offering them the chance to request a call back. Auto Call-back software ensures that those that reply are contacted back immediately.

An Analytics Engine maps every consumer response to the spot that generated it, which then overlays this data onto actual audience figures. This produces a unique measure of advertising effectiveness, an “engagement rate”, that precisely records consumer propensity to respond to each placement.



Results

- Over 99% of the customers delivered were new to Center Parcs
- 15% of customers who requested a brochure purchased a holiday
- 82% of all respondents who completed the conversation opted-in for SMS between December 2012 and May 2013.
- 93% of mobile engagements were matched over the last six months.
- 37% of customers who requested an AutoCallback purchased a holiday

“...By giving customers a choice of channels, we are selling more holidays, and have brought new understanding to our media planning.”

Marketing Manager, Center Parcs