

Jaguar XJ launch boosted by integrated email campaign

Business need

To integrate email with the wider Jaguar XJ launch campaign, reaching consumers at multiple contact points to maximise impact and drive product interest and sales of the new car model.



The solution

Incentivated delivered a fully-integrated mobile campaign for the launch of the new XJ model for Jaguar N.A.

A key part of this was including email communication and eBrochure request functionality, which enabled us to further excite potential customers for the new Jaguar XJ.

Delivered through the Iris platform, potential customers who had submitted their mobile numbers during the campaign (for example, by requesting a test drive via SMS) were sent a covering email and Jaguar XJ eBrochure.

This allowed Jaguar to target interested consumers by delivering personalised and relevant follow-up information direct to their inboxes.

Functions

- Shortcodes
- Email
- eBrochure request

