

## MAILER:

Lennar

## OBJECTIVE:

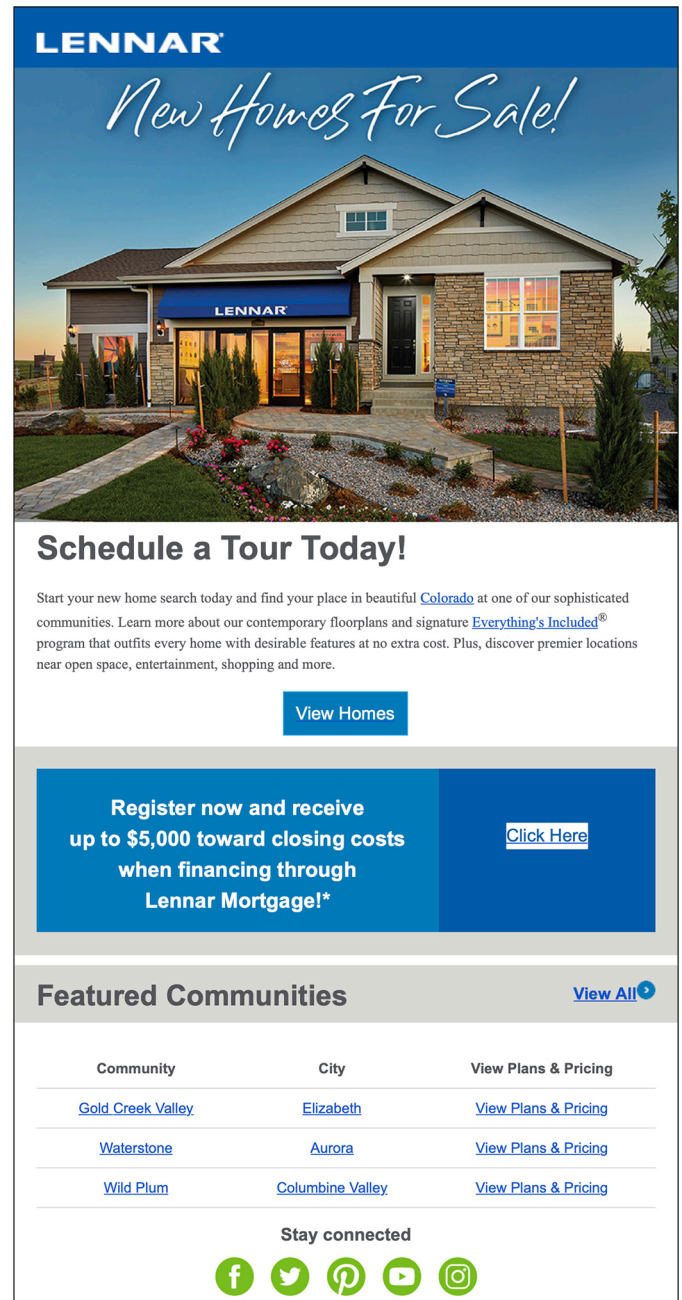
Lennar faced the challenge of promoting their new home communities while increasing qualified leads of new home buyers and increasing scheduled home tours.

## SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that deployed 4 campaign creatives to each region of the United States including the Southeast, Southwest, Northeast and Northwest. eTargetMedia strategically selected families and individuals with a household income of over \$150K per year with a proven interest in real estate and real estate investments. These responsive new home buyers were currently in the market to purchase a new home within the year. The campaign was geo-targeted to a 10-mile radius around select zip codes where Lennar was building new home communities. The creative included Lennar's featured new home communities with an opportunity to receive up to \$5,000 in closing costs when financing through Lennar Mortgage. The creative also invited email recipients to schedule a tour of Lennar's new homes.

## OUTCOME:

The email campaign generated exceptional open and click through rates which resulted in an increase of home tours and new home purchases.



**LENNAR**  
*New Homes For Sale!*

**Schedule a Tour Today!**

Start your new home search today and find your place in beautiful [Colorado](#) at one of our sophisticated communities. Learn more about our contemporary floorplans and signature [Everything's Included](#)<sup>®</sup> program that outfits every home with desirable features at no extra cost. Plus, discover premier locations near open space, entertainment, shopping and more.

[View Homes](#)

**Register now and receive up to \$5,000 toward closing costs when financing through Lennar Mortgage!\***

[Click Here](#)

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<a href="#">Waterstone</a>	<a href="#">Aurora</a>	<a href="#">View Plans &amp; Pricing</a>
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