



## **Vermont Casting eCoupons**

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## Vermont Castings

Though Vermont Castings has a powerful marketing tool in their website, as a manufacturer they do not sell directly to consumers. While their website has been very effective in creating an emotional response to purchase, the challenge was to convert motivated site visitors into actual customers at one of their many local dealers. This challenge is inherent to the manufacturer-dealer business model: Without a direct call to action on the website, Vermont Castings was forced to depend on the consumers to go to a dealer or to recognize the Vermont Castings brand when visiting a showroom.

Furthermore, because consumers could not purchase products directly from their website, the Vermont Castings marketing team had a difficult time tracking which online marketing tactics were actually driving purchases. They could track which banner advertisements, Pay-Per-Click ads and organic SEO campaigns were driving traffic to the website, but there was a disconnect when it came to tracking which site visitors were converted to customers.



## Solution

Congruent Media developed a closed loop e-coupon system for Vermont Castings website and empowered the e-coupon system with a robust, in-depth reporting tool.

### How It Worked

Visitors to the website could view the most recent promotions on the homepage. By clicking on a specific promotion, a visitor could access the details of the promotion and click a "Print Coupon" button. Upon clicking the button, consumers would be asked to complete a lead form, including their name, postal and email addresses, and product preference. Based on this information the consumer would then be presented with an online coupon and the location of the three nearest dealers carrying their preferred product. Consumers were instructed to bring a printed version of the coupon into one of the dealer locations for redemption.

When a consumer redeemed the discount, the salesperson would complete the short form at the bottom of the coupon, filling out which unit was purchased, which accessories were purchased, serial numbers and sale date. The dealers would then fax the redeemed, coupons to Vermont Castings headquarters, who in turn, shared them with Congruent Media.

Printed on each generated coupon was an individual bar code containing analytic web data about the consumer who redeemed the coupon. Congruent Media then scanned the bar code and input the data from the completed coupon form. Vermont Castings was able to access this data through an administrative reporting system developed by Congruent Media.

## Goals

### *Bridge Gap Between Website and Dealer*

Offering promotions and coupons within a website that is eliciting a desire to purchase instills a more tangible call to action in consumers. A sense of urgency could be created



with expiring coupons. By offering time-sensitive incentives, Vermont Castings was able to lead consumers down a clearly defined path to purchase, rather than hope that the branding aspects of their websites converted to a purchase on the consumer's next trip to a dealer.

### *Track Marketing Initiatives*

By collecting data at the point of sale, the marketing team at Vermont Castings could finally close the gap and truly understand the complete path to purchase for its customers. By tracking this final element, analysis could decipher which marketing tactics (Banner Ads, SEO, SEM) were getting consumers to the website, to the e-coupons and to a purchase.

## **Results**

12,000 Coupons

Redemption Rate: 16.5%

\$2.45 Million in Revenue

## **Results**

### *Driving Revenue*

The first campaign launched through the e-Coupon system lasted 3 weeks and resulted in over 12,000 uniquely generated coupons. 16.5% of the generated coupons were redeemed, resulting in \$2.45 Million of generated revenue. This revenue was beneficial both for Vermont Castings and the local dealers; making this e-coupon system a powerful example of the marketing and sales support Vermont Castings offers its dealers.

### *Data Capture*

Through the integrated reporting tool, Vermont Castings was able to identify the original point of contact for consumers redeeming coupons, and were able to modify their online marketing initiatives accordingly.

By tracking coupon statistics such as coupons generated, coupons printed, redemption percentage and revenue (by country, state and individual dealer), Vermont Castings could also more accurately measure the impact of individual promotions.

### *Creating a Customer Relationship*

By collecting contact information through the website, Vermont Castings was able to build a list of customers complete with historical background on their initial point of introduction with Vermont Castings, the products they purchased, their preferred (or closest) dealer, etc. All of this information allowed for future promotions to be more precisely targeted to customer segments.

## **Conclusion**

Vermont Castings has since launched several successful promotional campaigns through the e-coupon system. While the e-coupon system has unquestionably increased direct revenue, the tracking mechanism has allowed the marketing team to get inside the consumer's mind. Empowering the marketing team with knowledge of consumer behavior, effectiveness of correlated marketing initiatives and the paths through which various consumers have become product owners, has allowed Vermont Castings to more accurately position future campaigns and react more quickly to current campaigns.