



Neptune Award Submission – Sales Promotion

Boston Whaler

New Year, New Whaler Promotion

Category: Sales Promotion



New Year, New Whaler – Description / Summary

Boston Whaler ran its “New Year, New Whaler” sales promotion from January 1 to February 28, 2017, and in that time sold an impressive 582 boats. The campaign kicked off with a direct eblast communication to Whaler’s owner and prospect database, announcing the dates and overview of the promotion and inviting them to click through to a dedicated landing page. This page contained more information and another CTA inviting them to contact their local Boston Whaler dealer. The initial eblast saw an open rate of 23.8%, a substantial percentage for a promotional email.

The promotion also consisted of a targeted digital ad campaign, with the “New Year, New Whaler” theme displayed prominently over eligible, popular boat models. Digital ads also brought consumers to the promotion landing page, which received more than 24,000 unique views and nearly 300 page form submissions. In a season full of promotional offers, Whaler’s “New Year, New Whaler” proved effective in drawing consumers deeper into, and often all the way through, the purchase funnel.



New Year, New Whaler - Eblast

- Eblast communication was sent out on January 1, 2017
- The email encouraged readers to click to “learn more” which brought them to our landing page with more information and a final call to action of them contacting their dealer to learn more.

Winter Sales Promotion

[View this message in your web browser](#)



NEW YEAR, NEW WHALER JANUARY 1 - FEBRUARY 28

For a limited time, enjoy special New Years savings on popular Boston Whaler models across the lineup. With innovative design, purposeful amenities, unsinkable safety and a smooth, dry ride, every Whaler model is Confident to the Core.

Get started on a memorable 2017: Bring home the boat of your dreams during the **New Year, New Whaler** promotion!

[\[LEARN MORE\]](#)



MORE FROM BOSTON WHALER



SAVE BIG THIS YEAR!

Limited Time Offer. Now Through Feb. 28

Bring home the boat of your dreams during the Boston Whaler Winter Promotion! From January 1 through February 28, enjoy special pricing on popular Whaler models across the lineup.

- Super Sport
- Montauk
- Dauntless
- Vantage
- Outrage
- Conquest

No matter what model you choose, you can count on Whaler to provide all the comfort and capability your active family deserves.

But the savings won't last long. Contact your local Boston Whaler dealer to learn more!



New Year, New Whaler – Eblast Metrics

- Eblast communication was sent out on January 1, 2017

Total Sent	Bounces	Delivery Rate	Total Opens	Open Rate	Total Clicks	Total Click Through Rate	Unique Clicks	Opt Outs
87,063	548	99.37%	32,013	23.8%	30,755	36.48%	16,526	758



Ad Examples




New Year
NEW WHALER

BOSTON
WHALER

SAVINGS END FEB. 28

The Boston Whaler Winter Promotion



New Year
NEW WHALER

The Boston Whaler Winter Promotion

SAVINGS END FEB. 28

BOSTON
WHALER



New Year
NEW WHALER

The Boston Whaler Winter Promotion



New Year
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The Boston Whaler Winter Promotion

BOSTON
WHALER

SAVINGS END FEB. 28



Digital Ad – Landing Page Metrics

- Date Range: January 1 – February 28, 2017
- Landing Page Unique Views: 24,333
- Landing Page Form Unique Submissions: 294
- Landing Page Form Conversions: 223 (this is the amount, out of the 294 submissions, that converted with us for the first time)



