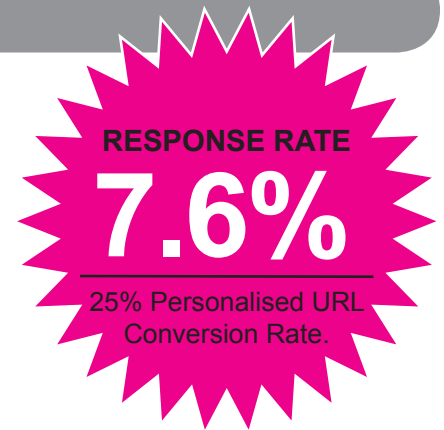


AAT - pURL Campaign

Become AAT's 50,000th Member



Records:	14,000
Demographic:	The target demographic were students that had completed the AAT Accounting Qualification in the last 24 months.
Media:	Personalised Email delivering user to Personalised URL.
Incentive:	Competition to receive a package of benefits from the AAT Additions scheme.

Business Objectives:

To retain students at AAT as a membership body, we need them to complete a number of steps to become elected as members of AAT. There are several elements that need to be completed before an application will be accepted. The PURLs allowed us to show each of the 14,000 affiliates where they were in their stage of the application and how they could progress further towards becoming elected.

We wanted to go beyond a simple email campaign and deliver a communication that allowed us to be personal to each and every affiliate. The PURLs gave us the tool to speak to affiliates and let them know we knew them and that we knew what they needed to complete their application.

With these individual personalised pages, affiliates could complete the various parts of their application from one central page that was unique to them.

Results:

- 7.6% unique click through rate from the email to the site
- 1202 unique visitors to the site
- 140 Elections are already completed from the campaign with a further 118 pending applications awaiting election
- 25% onsite conversion rate



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Case Study: AAT - Personalised URL Campaign

Media: pURL

Home | MyAAT | About AAT | AAT qualifications | Membership | Employers | Forums | AAT standards

aat

Become → AAT's → 50,000th → MAAT → and watch → your salary

RESPONSE RATE
7.6%
25% Personalised URL Conversion Rate.

GROW

Andy, it's time to take the next step to AAT full membership and watch your salary grow.

You've already completed the hardest step to becoming a full member through qualifying, so here's a quick overview of what's left.

Complete the AAT Accounting Qualification 27/06/2011	Complete your application Update Application	Submit your work experience 1 / 52 Update Experience
Submit your professional recommendation Update Recommendation	Pay your admission fee and any outstanding subscription fees Pay Now	Go in the draw to win an iPad 2, complimentary place at the 2012 Members' Weekender and more.

Statistic based on 2011 AAT and Page Personnel Salary Survey | Competition Terms & Conditions

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Media: Email

Andrea Brown
Newly qualified

Become → AAT's → 50,000th → MAAT → and watch → your salary

GROW

Andrea Brown
MAAT

Take the next logical step and become an AAT member today and watch your salary grow by an average of £7,000*.

Apply today and be in with a chance to become our 50,000th member – and win an iPad 2, a complimentary place at the AAT members' weekender, a feature in Accounting Technician magazine and much more.

Apply now

*Statistic based on 2011 AAT and Page Personnel Salary Survey.



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