

Jaguar Case Study



Background:

Purchasing a new car is a significant commitment. Jaguar has identified a target market of consumers likely to purchase Jaguar cars. Jaguar participates in events that offer access to consumers in their target market.

The Goal:

Jaguar needs to engage event attendees, and then gather contact and detailed survey information so that the leads can be appropriately followed up on. This process converts event attendees to dealer visits and dealer visits to sales.

The Activity:

At events like the Wine Country Classic, Jaguar uses FotoZap to engage attendees throughout the venue. Thanks to the camera's ease-of-use and portability, brand ambassadors can take the camera to where the attendees are.




The Activity:
As consumers view their photos online, contact information and survey responses are collected. The collected information can be used to create highly personalized follow up communications that increase dealer visits and sales.

Your Jaguar Select Edition Photos - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://fotosap.com/?700019_7b0e0

JAGUAR SELECT EDITION CERTIFIED JAGUAR PRESENTS "THE ROOF IS ON FIRE"



Please help us serve you better by answering the brief survey below. We appreciate your insights.

Please indicate the Make and Model of your current vehicle:

Did you purchase this vehicle New or Used?

☐ New

☐ Used

Would you consider a Certified Pre-Owned Vehicle when shopping for your next vehicle?

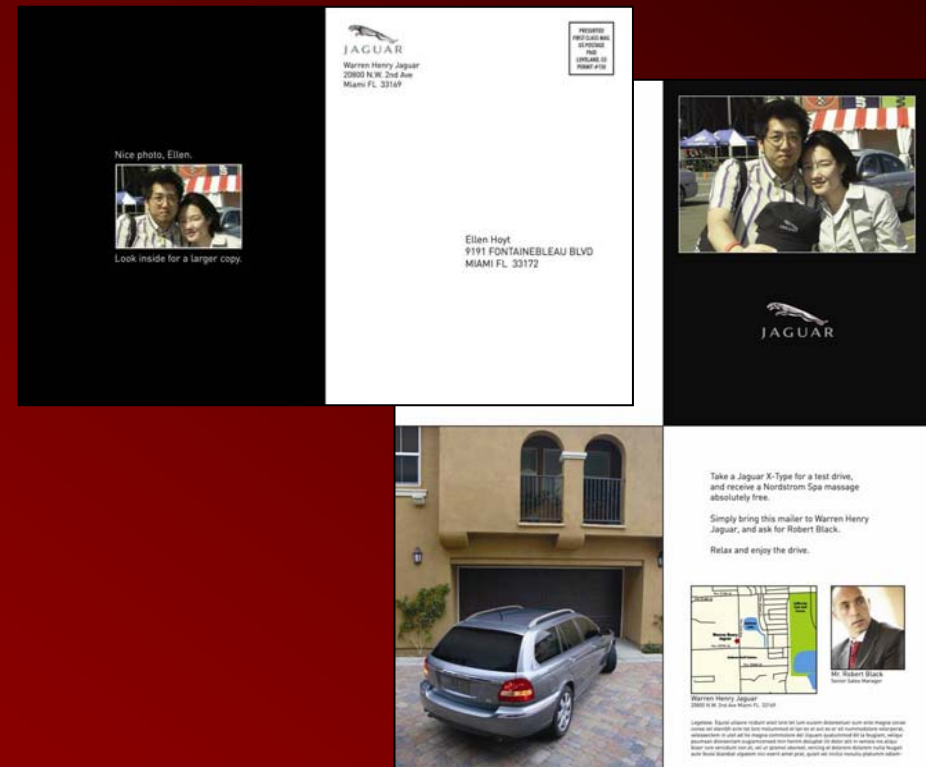
☐ Yes

☐ No

Please indicate the names and locations of a few local places where you enjoy spending time for pleasure or enjoyment. Please list your favorites by listing its name, city, and state, e.g., Anson's, Healdsburg, CA) Start with your FAVORITE RESTAURANT:

FAVORITE CLOTHING RETAILER:

Done Internet



The Results:

Retrieval Rate: 69% of the photos taken were picked up and viewed online

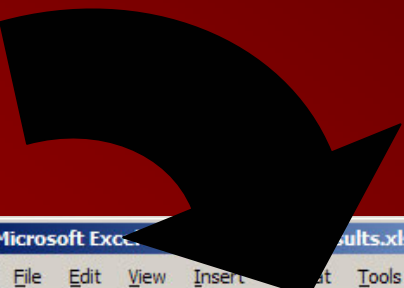
Viral Rate: Photos that were viewed, were viewed an average of 5.2 times

This information was collected from every participant:

- **Make and Model of current vehicle**
- **Did you purchase your current vehicle New or Used?**
- **Would you consider a Certified Pre-Owned Vehicle?**
- **Name of favorite restaurant**
- **Name of clothing retailer**
- **Name of favorite weekend entertainment location**
- **Sex**
- **Age**
- **Household Income**
- **Zip Code**
- **Opt-in for future communications?**

Reporting of Results:

Jaguar executives download collected consumer data at any time from the FotoZap secure website.



Microsoft Excel - Event Survey Results.xls

	A	B	C	D	E	F
1	Email	Type of vehicle	First vehicle	Would recommend	First name	Last name
630	anno@yahoo.com	Sedan	2000	Very likely	'Suzanne'	'Agua'
631	1000@yahoo.com	Sedan	2002	Very likely	'ajith'	'bhas'
632	aya1744@aol.com	Sedan	1998 or o	Very likely	'marcus'	'simp'
633	ntrollins@aol.com	Van/Minivan	2002	Somewhat like	'Anne'	'Rolli'
634	estcityhomes.com	Compact	2003	Very likely	'Andrei'	'Ivanc'
635	rys8@yahoo.com	SUV	2000	Very likely	'wilson'	'ham'
636	era@spearnet.net	Sedan	1998 or o	Somewhat like	'Adam'	'River'
637	eking61@aol.com	SUV	2002	Very likely	'Andrea'	'King'
638	rgas@yahoo.com	Sedan	2001	Very likely	'Stefanica'	'Agus'
639	allers33@aol.com	Sedan	2001	Neutral	'Ben'	'Dobr'

Event Survey Results

Campaign Report - Microsoft Internet Explorer

Address: <https://control.picturemarketing.com/CampaignReportAction.do?campaignId=187>

FotoZap FOTOZAP CAMPAIGN MANAGER Admin | My Account | Sign Out | Help

quick view create/edit campaign photos & data reporting marketing resources

Overview Report

Campaign Selected: Wine Country Classic 05 > [Switch Active Campaign](#)

Photo Data	View Selected Campaign Data
523 Number of photos taken The total number of photos uploaded to this campaign. View All Photos	
356 Photos visited at least once Number of photos that were viewed at least once in a web browser. Out of the total number of photos taken, 68% were visited at least once. View Visited Photos	
1868 Total Number of Unique Page Views Number of visits to photo display pages. Each time a user views the photo in a browser, it counts as one page view. Out of the photos that were visited at least once, each one was visited an average of 5.25 times.	

Email Data	View Selected Campaign Data
552 Guest Email Invitations Sent A total of 552 email invitations were sent to Guests. Every email sent is counted. (A Guest is someone who had their photo taken at an event, and offered their own email address in order to see the photo.)	
314 Guest Email Addresses A total of 314 unique Guest email addresses were collected. Each unique Guest email address is counted only once, even if it received more than one email invitation. View All Emails	
282 Guests that Viewed a Photo Online Each unique Guest email address represents one Guest. Out of those 314 Guests, 282 of them viewed at least one photo online. The other email addresses belonged to Guests who did not click on the link in their email or otherwise did not arrive at their photo display web page. This is 89% of the total number of unique Guest email addresses. View Validated Emails	
614 Invitee Email Invitations Sent A total of 614 email invitations were sent to Invitees. Every email sent is counted. (An Invitee is someone who has been invited to see a photo using the form on the photo display web page.)	

Reporting of Results:

For personalized follow-up phone calls, sales representatives can view photos of individual consumers together with all captured survey information

Campaign Details - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Address <https://control.picturemarketing.com/CampaignViewPhotoDetailAction.do?campaignId=187&e=59102>

Campaign Selected: Wine Country Classic 05 > [Select Different Campaign](#)

Single item view [Return to all items selected](#)

Selected Photo:



Date Photo Taken: June 5, 2005 2:37:50 PM
Date Uploaded: June 5, 2005 9:42:43 PM
Times viewed: 2
Camera Serial Number: 00100841
Full resolution photo: [View in new window](#)

Emails and Data Linked to this photo:

email: dau928@mail.com
firstName: **Danny**
lastName: **Au**

Please indicate the Make and Model of your current vehicle: **Volkswagen GTI VR6**

Did you purchase this vehicle New or Used?: **New**

Would you consider a Certified Pre-Owned Vehicle when shopping for your next vehicle?: **Yes**

Are you...: **Male**

Please indicate the bracket that best matches your current age: **Under 25**

Please indicate the bracket that best identifies your annual household income: **\$50k-\$74k**

Are you...: **Single**

What is the 5-digit zip code of your primary residence?: **95131**

Would you like to opt-in to receive

Done Internet