

Home Buyer Referral Program



Earn up to \$2,500

This page is for demonstration purposes only. Normally there would be a form that would explain the program or a form for homeowner participation.

The response rate to this offer has been as high as 10% among homeowners who open and read either the seasonal newsletter or the warranty notices.

Here is some sample response data from the email newsletter.

Sample Data

Constellation Ownership Guide: E-mail Response Data

Subject	Messages	Views	Clicks	Web Page Views
Total	10	3277	1602	260
Percent Views		49%		
Percent Clicks to Views			16%	
Percent of Web Page Views to Views				19%
Warranty Notices and Newsletter				
Warranty Notice #1	275	164	57	89
Percent Views		60%		
Percent Clicks to Views			35%	
Percent of Web Page Views to Views				54%
Warranty Notice #2	277	158	50	75
Percent Views		57%		
Percent Clicks to Views			32%	
Percent of Web Page Views to Views				47%
Warranty Notice #3	376	209	44	42
Percent Views		56%		
Percent Clicks to Views			21%	
Percent of Web Page Views to Views				20%
Total	928			
Completed Form Response	83			
Completed Form Response Rate	9%			
Ownership Guide - Reminders and Tips Newsletters				
Spring Newsletter	481	222	29	NA
Percent Views		46%		
Percent Clicks to Views			13%	
Percent of Web Page Views to Views				NA
Summer Newsletter	591	256	24	21
Percent Views		43%		
Percent Clicks to Views			9%	
Percent of Web Page Views to Views				8%
Fall Newsletter	647	272	27	42
Percent Views		42%		
Percent Clicks to Views			10%	
Percent of Web Page Views to Views				15%
Winter Newsletter	630	321	29	39
Percent Views		51%		
Percent Clicks to Views			9%	
Percent of Web Page Views to Views				12%