



**WH Smith
Privilege Club Survey**



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BACKGROUND



- The Ark are please to be able to offer an exciting new lead generation opportunity in partnership with our client WH Smith
- WH Smith are offering a limited number of partners the opportunity to join with them in an online survey to WH Smith Privilege Club members with the objective of generating a good volume of high quality leads
- Details of the Privilege Club are shown on the next slide





WH SMITH PRIVILIDGE CLUB



- The club was launched in April 2008 as a replacement to their Clubcard
- Members can sign up online to receive regular offers and information from WH Smith by e-mail
- Current membership stands at 320,000 (plus 750,000 transferred from the Clubcard) = 1.14 million members
- Profile of members – all ages from 18+ but most are 30-60 years old, affluent or wealthy, with children of various ages
- Currently signing up c.5,000 new members per week but this can be increased easily with more in store marketing and promotion





THE OPPORTUNITY



- The survey is online and WH Smith PC members will be encouraged to take part by e-mail invitation
- Up to 7 business sectors will have the opportunity to sponsor questions in order to generate fully opted-in leads:-
 - Utilities (energy)
 - Charity
 - Telecoms
 - Finance
 - Home furnishings
 - Opticians
 - Holidays and overseas property





THE OPPORTUNITY



- The survey will commence in October / November 2009 for an initial test period of 3 months, emailing 150,000 PC members per month within that period
- WH Smith will be incentivising response by offering a high value gift on a prize draw basis to those who complete the survey
- Due to this and the nature of the relationship between WH Smith and it's PC members we are expecting responses to be high
- The following table provides an estimate of volumes of responses and leads the survey will generate





ESTIMATED RESPONSE FIGURES



Item	Volume	%
E-mail	150,000 per month	100%
Open Rate	50,000 per month	30%
Surveys Completed	15,000 per month	30%
Responses by Sector		
Energy	9,000 per month	60%
Charity	3,000 per month	20%
Telecoms	7,500 per month	50%
Optical	4,500 per month	30%
Finance	9,000 per month	60%
Home Furnishings	4,500 per month	30%
Holidays	4,500 per month	30%

- Sponsors will be given the opportunity to limit the volume of leads taken per month – subject to minimum volumes





THE LEADS / DATA



- Each sponsor will be provided with name, address and where applicable landline, mobile and email address contact details for each lead generated
- The responses to a specific sponsored question will also be provided the sponsor too
- Data will be output weekly in CSV format and provided via e-mail or FTP to the end client / sponsor





COSTS



- Costs for inclusion in the survey will be on a £X per valid response
- The cost per lead will be by negotiation with each sponsoring business
- Costs will be 'market rate' for leads generated via this type of activity – e.g. it will compare competitively with leads of this nature





NEXT STEPS



- Sponsor confirms their inclusion in the initial 3 month test
- Sponsor to set question(s) for survey and provide a logo and copy
- Ark to issue contract for supply of leads during test period
- Client to sign and return
- Commence survey
- Ark to deliver leads to sponsor on a weekly basis
- Ark to invoice sponsor for leads on a monthly basis

- Following 3 month test sponsors will be offered the opportunity to continue should the initial test prove to be successful

