

2007 has seen a significant rise in the internet and email activity at Rio Prestige.

Independent studies have established that 32million people in the UK now regularly use online services, the most popular being email closely followed by online search engines. It is estimated that 25 million people in the UK now shop online (source Reuters/IMRG) and online sales in the run up to Christmas this year are predicted to exceed £10 billion.

Throughout the course of 2007, Rio Prestige have carefully monitored web activity and their online sales, and have seen an increase of 27% in online sales enquiries – these are leads generated *solely* by Rio's internet presence. TV and paper advertising mediums saw a significant drop in enquiry share.

Further statistical analysis has shown that sales conversion levels for email enquiries were much higher, and that a customer who found Rio Prestige through an internet search was more than 2.5 times more likely to book a hire than those who did not. In essence, those people who are searching for keywords such as "Ferrari hire" or "Lamborghini rental" on a search engine have already made the purchasing decision – all they need to do is book it. On the other hand, those enquiring having seen an advert in the press or on TV were more likely to be enquirers than buyers!

It was also determined that the internet was the most cost effective form of advertising, with other advertising mediums costing between 2 and 10 times as much per sale. Search Engine Optimisation and internet advertising is therefore effective and relatively inexpensive.

In line with these findings, Rio has commissioned an SEO expert (who also happens to be an RPM Club member) to optimize our websites. With www.rioprestige at the top of the search engine listings, 2008 will be a very busy year! Rio has also established a sophisticated mailing and database system to maintain constant contact with their clients, and is now investigating SMS broadcasting to maintain our lead over the opposition.

RIO Prestige