

## MAILER:

Baker Furniture

## OBJECTIVE:

Baker Furniture faced the challenge of increasing brand recognition and online presence while promoting the May upholstery sale.

## SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign segmenting an audience of affluent furniture and home décor buyers in selected geographic regions. The campaign was designed to highlight new and sale furnishings and upholstery as well as provide a store locator for the closest retailer of Baker Furniture. The initiative was also designed to allow recipients to register to receive future emails from Baker Furniture to build the brand's retention mailing list. eTargetMedia strategically selected the in-market furniture buyers list of Home Décor Enthusiasts skewing high income ranges of affluent luxury furnishing buyers in eight metro areas with presence of showrooms and retailers carrying Baker Furniture collections.

## OUTCOME:

The email marketing initiative was highly successful and resulted in significantly above industry average open rates as well as click-through rates, while the client reported an increase in traffic, email acquisitions and ultimately increased sales during the promotion period, leading to repeat eTargetMedia campaigns due to the exceptional results.



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