

## MAILER:

ADT

## OBJECTIVE:

ADT faced the challenge of increasing new product installations of an ADT home security system.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of homeowners within a mid to upper income range with length of residence of 4 years or more with an interest in home security products. The offer was designed to present the unique features of ADT products including a keypad, motion sensor and wireless remote, with the options of door and window sensors as well as digital connectivity. eTargetMedia reached an in-market and active base of tech savvy homeowners to promote the limited time savings of \$850 of free home security equipment with new installation using the high performance list of US Homeowners while layering in the key demographic, psychographic, and behavioral attributes to reach an audience of qualified prospective new customers.

## OUTCOME:

The email marketing initiative resulted in an excellent campaign performance to drive traffic of qualified prospects to the client site, increasing leads and ultimately new installations during the promotional period.



Protect Your Home

**Act Now**

or call **1-877-245-5006**

Act now to get exclusive savings on security.



Get \$850 of **FREE** Home Security Equipment for Just **\$27.99/mo.\***

**+ over \$800 in bonuses when you order**

\*with \$99 customer installation charge and purchase of alarm monitoring services. See all offer details below.

Order now to get **FREE** bonuses below:

### Base System (\$850 value):

- Keypad
- Motion sensor
- 1 wireless remote with panic button

### Plus:

- 15 pre-wired door and window sensors (\$645 value)
- \$100 Visa® gift card from Protect Your Home
- BONUS wireless remote with panic button (\$129 value)

See all offer details below.



Help protect your home today.

**Act Now**

or call **1-877-245-5006**

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