

MAILER:

Advantage Rent A Car

OBJECTIVE:

Advantage faced the challenge of introducing its new Advantage for Business rewards program and increasing online enrollment.

SOLUTION:

Advantage Rent A Car wanted to promote their new Advantage for Business rewards program to business travelers across the country. eTargetMedia strategically selected the Frequent Business Travelers file as these business travelers are highly responsive to offers that will enhance their planning and travel experiences and that reward them for frequent travel purchases. The campaign was targeted nationwide and selected executives across various industries who travel frequently for business and regularly rent cars for their business travel. The creative was designed to give business travelers all of the guaranteed benefits they will receive with free enrollment as well as including strong call to actions to motivate the audience to enroll online.

OUTCOME:

The Advantage Rent A Car campaign was very successful in promoting the launch of the new business rewards program. The open rates and click through rates were above industry averages and the campaign generated a high conversion rate with a strong number of enrollments.



Your time matters. That's why we want to remind you that it takes just seconds to enroll free in [Advantage for Business](#). Once you're enrolled, you can relax knowing you'll get our lowest rates guaranteed - no matter when or where you rent.

ENROLL NOW

Plus, more guaranteed benefits from the company that's changing car rental.

- Anytime: No blackout dates. No restrictions.
- Anywhere: Available at all locations.
- Newest vehicles: Modern fleet.
- No fee for extra drivers: Friends drive free.
- No young driver fee: Ages 21-24 don't pay extra.
- Express lines for business: Get there faster.
- Rent. Rewards! Repeat.

[So enroll for FREE today!](#)

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