

MAILER:

Aeropostale

OBJECTIVE:

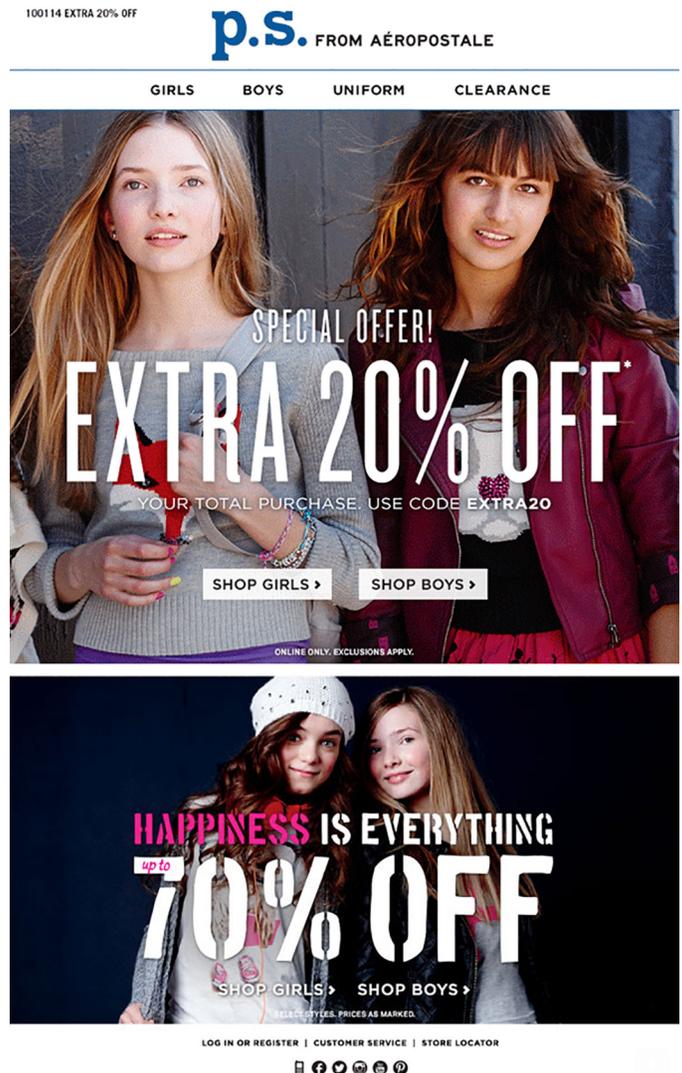
Aeropostale faced the challenge of increasing brand awareness and sales of their children's line among moms who shop for their kids clothes online.

SOLUTION:

eTargetMedia implemented a highly targeted and very effective email marketing campaign segmenting an audience of fashion savvy moms who purchase apparel online for their kids. eTargetMedia strategically selected the Children's Apparel Buyers file and targeted moms with children between the ages of 5-12 who are regular online shoppers with an average online purchase of \$50+. The campaign was targeted nationally and the creative featured an extra 20% off special offer that could be redeemed immediately in addition to up to 70% off clearance items. An A/B split allowed the company to test different creative among the target group to see which creative performed the best.

OUTCOME:

The email marketing campaign resulted in strong open and click-through rates that significantly exceeded industry averages. The client reported an increase in website traffic as well as an increase in online sales and very strong coupon redemption rates during the promotional time period.



Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com