

## MAILER:

American Airlines

## OBJECTIVE:

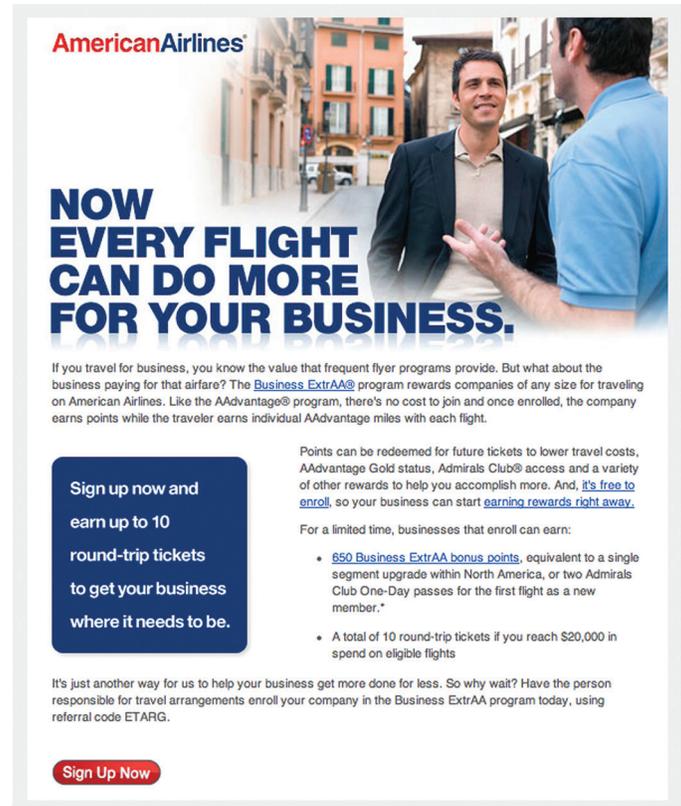
American Airlines faced the challenge of increasing participation in the new Business ExtrAA rewards program for frequent business travelers.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of frequent business travelers in newly opened small businesses in New York, Chicago and Los Angeles who would benefit from a business rewards flier program. eTargetMedia strategically selected the targeted B2B lists of American New Businesses and New Business Masterfile to reach highly qualified professionals and decision makers in new businesses. The offer was designed to educate prospects on the features and benefits of the program including upgrade opportunities and up to 10 free domestic tickets with required spend limits on annual American Airlines bookings.

## OUTCOME:

The eTargetMedia email marketing campaign resulted in a significant increase in traffic for increased awareness of the Business ExtrAA program positioning the airline as well as the rewards program as the premier choice for new and small business travelers.



**American Airlines**

**NOW EVERY FLIGHT CAN DO MORE FOR YOUR BUSINESS.**

If you travel for business, you know the value that frequent flyer programs provide. But what about the business paying for that airfare? The [Business ExtrAA](#) program rewards companies of any size for traveling on American Airlines. Like the AAdvantage program, there's no cost to join and once enrolled, the company earns points while the traveler earns individual AAdvantage miles with each flight.

Points can be redeemed for future tickets to lower travel costs, AAdvantage Gold status, Admirals Club access and a variety of other rewards to help you accomplish more. And, [it's free to enroll](#), so your business can start [gaining rewards right away](#).

For a limited time, businesses that enroll can earn:

- [650 Business ExtrAA bonus points](#), equivalent to a single segment upgrade within North America, or two Admirals Club One-Day passes for the first flight as a new member.\*
- A total of 10 round-trip tickets if you reach \$20,000 in spend on eligible flights

It's just another way for us to help your business get more done for less. So why wait? Have the person responsible for travel arrangements enroll your company in the Business ExtrAA program today, using referral code ETARG.

**Sign up now and earn up to 10 round-trip tickets to get your business where it needs to be.**

**Sign Up Now**

Find out what eTargetMedia can do for your business.  
Call 1.888.805.DATA (3282) or email us at [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
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