

MAILER:

Torrid

OBJECTIVE:

Torrid faced the challenge of increasing brand awareness, creating buzz around a new retail location, and driving foot traffic to the grand opening of the new store.

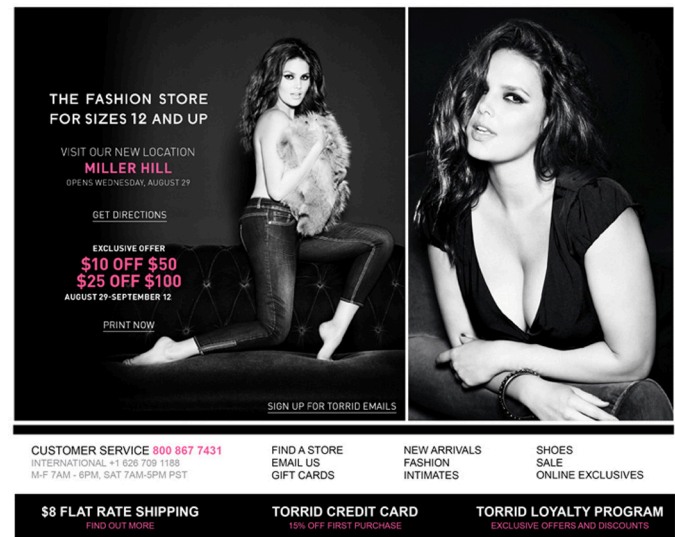
SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of female fashion and retail buyers within a geo-targeted radius of the grand opening store. eTargetMedia segmented prospects from the high performance files of Apparel Buyers, Fashion Forward Trend Setters, and American Plus Size Female Apparel Buyers, which include segmentation capabilities such as online fashion buyers, discount fashion buyers, plus size buyers, catalog buyers, luxury apparel buyers and much more. The campaign was designed to announce the grand opening of the store location, to promote sign ups to the Torrid loyalty program, to offer the Torrid credit card, to browse merchandise online, and most importantly, to deliver a coupon redeemable during the grand opening event.

OUTCOME:

The email marketing campaign resulted significantly above average results that surpassed industry averages in acquisition email marketing. The client reported an increase in online traffic, an increase in foot traffic to the in-store event, and very strong coupon redemption rates, leading to continuation usage for subsequent Torrid campaigns.

TORRID



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FOR SIZES 12 AND UP**

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