

MAILER:

Avis

OBJECTIVE:

Avis faced the challenge of increasing participation in the Avis Corporate Awards Program.

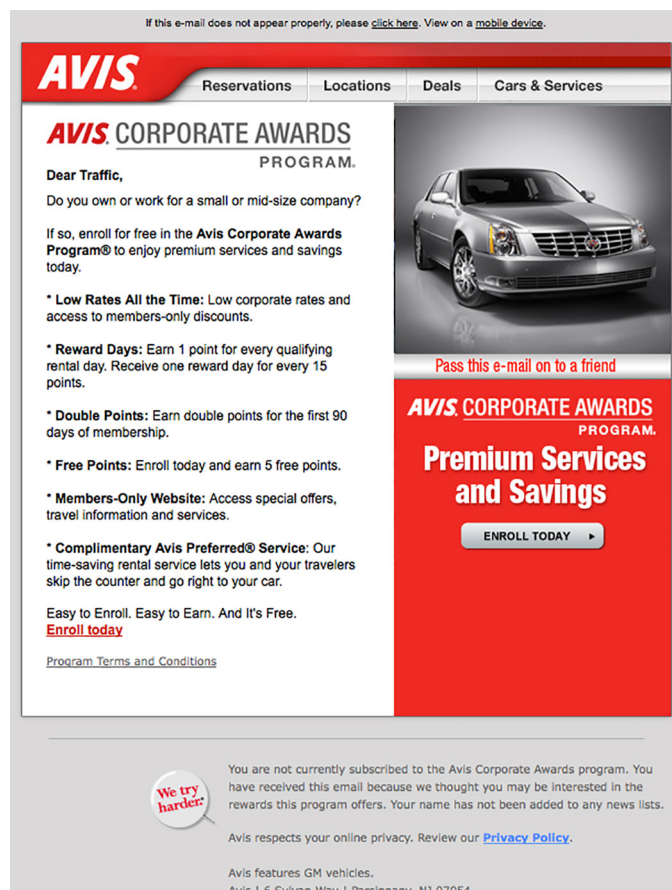
SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign segmenting an audience of business owners in small and mid-sized companies with a need for car rental services for business purposes. The campaign was designed to present the benefits associated with the corporate program including special rates, opportunities for increased points and a member only website among other specialized program features offered exclusively to members. eTargetMedia strategically selected the specialty B2B files of American Small Businesses, American New Businesses and B2B Executives to reach targeted owners and decision makers in the primary business size and revenue brackets to generate new registrations and increase membership.

OUTCOME:

The campaign was highly successful and resulted in excellent brand recognition, increased traffic, exposure to the tremendous benefits of membership and ultimately increased enrollments as a results of the targeted and highly effective eTargetMedia campaigns.

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AVIS Reservations Locations Deals Cars & Services

AVIS. CORPORATE AWARDS PROGRAM.

Dear Traffic,
Do you own or work for a small or mid-size company?

If so, enroll for free in the **Avis Corporate Awards Program** to enjoy premium services and savings today.

- * **Low Rates All the Time:** Low corporate rates and access to members-only discounts.
- * **Reward Days:** Earn 1 point for every qualifying rental day. Receive one reward day for every 15 points.
- * **Double Points:** Earn double points for the first 90 days of membership.
- * **Free Points:** Enroll today and earn 5 free points.
- * **Members-Only Website:** Access special offers, travel information and services.
- * **Complimentary Avis Preferred[®] Service:** Our time-saving rental service lets you and your travelers skip the counter and go right to your car.

Easy to Enroll. Easy to Earn. And It's Free.
[Enroll today](#)

[Program Terms and Conditions](#)

Pass this e-mail on to a friend

AVIS. CORPORATE AWARDS PROGRAM.

Premium Services and Savings

ENROLL TODAY

We try harder.

You are not currently subscribed to the Avis Corporate Awards program. You have received this email because we thought you may be interested in the rewards this program offers. Your name has not been added to any news lists.

Avis respects your online privacy. Review our [Privacy Policy](#).

Avis features GM vehicles.
Avis | 6 Sylvan Way | Parsippany, NJ 07054

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