

MAILER:

Bausch & Lomb

OBJECTIVE:

Bausch & Lomb faced the challenge of educating consumers who wear glasses on the ease of use and comfort of Bausch & Lomb contact lenses and encourage qualified prospects to schedule an appointment for a contact lens fitting.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of glasses wearers interested in vision correction and eye care products with a HHI of \$75K+ within 10 miles of select store locations. The offer was designed to educate consumers on how easy to use and comfortable Bausch & Lomb contacts truly are, even for these that were never previously a candidate for contacts, by promoting the "Contact Lens Comfort Challenge" plus the opportunity to win a \$50 gift card. eTargetMedia strategically selected the high performance list of 20/20 Vision Correction while layering in all relevant customer profiles of the brand and encouraged prospects to schedule a new appointment for a Bausch & Lomb fitting.

OUTCOME:

The email campaign resulted in extremely strong open and click through rates that surpassed industry averages and generated an increase in traffic, qualified leads, and ultimately new appointments for an overall successful initiative.

Vision Care Specialists

★ 40 Years of Excellence ★

Stay Connected



Given Up on Contacts? Try Again

Take the Contact Lens Comfort Challenge and experience the amazing advances in contact lens technology - you won't believe the difference!

You may think Colorado's dry climate and high altitude are not ideal for contact lenses as it can lead to dry and stinging eyes. Or, maybe you have heard that certain conditions prohibit you from wearing contacts.

At Vision Care Specialists, we say it is time to take another look!

Schedule a Fitting Today

New technologies have made contact lenses more comfortable than ever and a great option for people who were previously told they weren't candidates. Some lenses we offer:

- Comfortable lenses for almost everyone
- Advanced contact lens optics
- Multifocal lenses that really work
- Astigmatism? No problem. Try our new toric lenses

For example, Bausch + Lomb ULTRA® contact lenses with MoistureSeal® Technology prevent lens dryness and retains moisture for a full 16 hours.

Plus Bausch + Lomb PureVision®2 contact lenses For Presbyopia are one of the most preferred* multifocal contact lenses on the market for patients with presbyopia.



Take the Challenge--You'll be glad you did!

We are so sure you're going to agree that these are the best contacts you've ever tried, that we've launched our Contact Lens Comfort Challenge! Listen to what some of our patients have to say:

"I gave up on contacts years ago because my eyes were always dry. Dr. Robertson convinced me to take the Comfort Challenge, and I can't believe how great these lenses are. Now I can enjoy the activities I love without the hassle of glasses." Jake L., Highlands Ranch

"I tried multifocal lenses but couldn't read well with them, so I switched to glasses with progressive lenses. When Dr. Warta told me about these new contacts, I figured I'd take the Challenge ??? and I am so happy I did! Now I'm back in contacts and loving it!" Sally B, Lakewood

Call us today at 303-991-9600 to sign up for the Contact Lens Comfort Challenge or **schedule your contact fitting appointment online.**

Plus, if you spread the word that these are the best lenses you have ever tried, we'll give you a \$50 Visa Gift Card.

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