

## MAILER:

**Botox & Juvederm (Allergan)**

## OBJECTIVE:

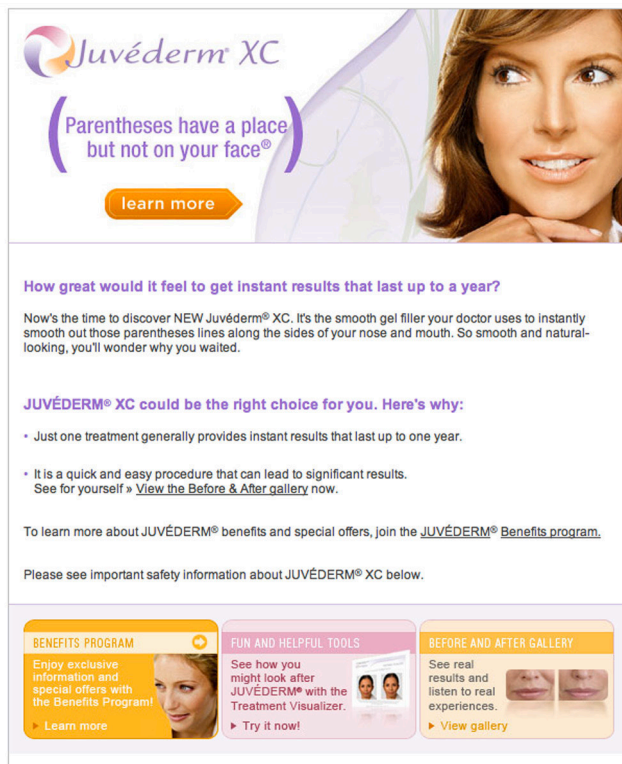
Allergan faced the challenge of increasing brand awareness, especially of first time users of their health and beauty products, and driving qualified cosmetic procedure prospects to their site designed to educate buyers on the benefits and overall product experience of Botox and Juvederm.

## SOLUTION:

eTargetMedia implemented a highly effective, targeted email marketing campaign segmenting an audience of women ages 29-55 with an interest in anti-aging, health/beauty and cosmetic procedures from our high performance Active Cosmetic Surgery and Beauty Treatments file. Following an initial email marketing campaign, eTargetMedia optimized the subsequent list usage with inclusion of prospects who opened and clicked through on previous deployments while rotating in new hotline data for increased response rates.

## OUTCOME:

The email marketing initiative resulted in significantly above industry average open and click through rates for email to acquisition lists. The Allergan campaigns consistently averaged over 2% CTR (click-to-sent ratio). The campaign increased traffic to the client site, increased registration, and generated qualified leads of prospective product users. The campaign resulted in continuation list usage, with the client placing a series of over 20 individual initiatives throughout the product promotion.



**Juvederm<sup>®</sup> XC**  
(Parentheses have a place but not on your face<sup>®</sup>)  
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**How great would it feel to get instant results that last up to a year?**  
Now's the time to discover NEW Juvederm<sup>®</sup> XC. It's the smooth gel filler your doctor uses to instantly smooth out those parentheses lines along the sides of your nose and mouth. So smooth and natural-looking, you'll wonder why you waited.

**JUVEDERM<sup>®</sup> XC could be the right choice for you. Here's why:**

- Just one treatment generally provides instant results that last up to one year.
- It is a quick and easy procedure that can lead to significant results.  
See for yourself » [View the Before & After gallery](#) now.

To learn more about JUVEDERM<sup>®</sup> benefits and special offers, join the [JUVEDERM<sup>®</sup> Benefits program](#).

Please see important safety information about JUVEDERM<sup>®</sup> XC below.

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**FUN AND HELPFUL TOOLS**  
See how you might look after JUVEDERM<sup>®</sup> with the Treatment Visualizer.  
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**BEFORE AND AFTER GALLERY**  
See real results and listen to real experiences.  
[View gallery](#)

\* In the United States, JUVEDERM<sup>®</sup> is indicated for injection into the mid to deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds).

### Important JUVEDERM<sup>®</sup> Safety Information

JUVEDERM<sup>®</sup> injectable gel (including JUVEDERM<sup>®</sup> Ultra, JUVEDERM<sup>®</sup> Ultra Plus, JUVEDERM<sup>®</sup> Ultra XC, and JUVEDERM<sup>®</sup> Ultra Plus XC) is indicated for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds). Side effects were usually mild to moderate, lasting 7 days or less, and included temporary injection-site reactions such as redness, pain, firmness, swelling, and bumps. JUVEDERM<sup>®</sup> is not for people with severe allergies. For more information, please click on the About Safety link at [www.juvederm.com](http://www.juvederm.com) or call the Allergan Product Support line at 1-877-345-5372. JUVEDERM<sup>®</sup> injectable gel is available by prescription only.

 **ALLERGAN** From the UK? Visit [www.juvedermultra.co.uk](http://www.juvedermultra.co.uk)  
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