

MAILER:

Cabela's

OBJECTIVE:

Cabela's faced the challenge of increasing sales of its outdoor footwear collection.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of outdoor enthusiasts with an active interest in hiking, hunting and outdoor adventure, with a purchase preference for sports apparel and outdoor equipment in a 60 mile radius of select Cabela's retail locations participating in the promotion. The campaign was designed to strengthen the brand essence, announce the sale of up to 75% off select footwear styles, and present the products currently on promotion to a targeted outdoor and sports minded audience. eTargetMedia strategically selected the high performance files of Outdoor Enthusiasts and Active Fishing and Camping Enthusiasts to segment a responsive audience of active online and in-store outdoor gear buyers for the Cabela's promotion.

OUTCOME:

The email campaign resulted in a very strong open and click-through rate, as well as a high conversion rate in terms of an increase in sales as a direct result of the eTargetMedia campaign, leading to subsequent list usage for the brand due to the strength of the results.



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