

## MAILER:

Cakes.com

## OBJECTIVE:

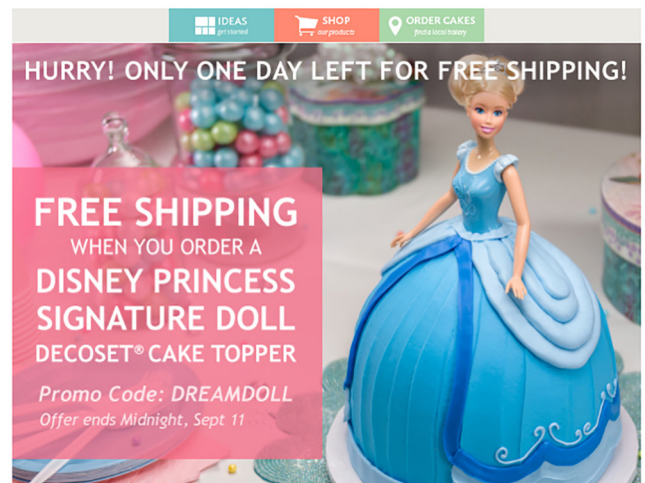
Cakes.com faced the challenge of increasing brand recognition and gaining market share while promoting the featured product line of Disney Princess cake toppers.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective acquisition email marketing campaign segmenting mothers of girls ages 12 and under with an interest in baking. The offer was designed to position Cakes.com as the leading choice for any birthday party or celebration with the unique product line co-branded with Disney featuring Ariel, Cinderella and Rapunzel specialty cakes while announcing free shipping during the promotional period. eTargetMedia strategically selected the family lists of American Families Online, Active Moms, and Active Moms, Dads and Toddlers to reach an audience of highly receptive prospective customers.

## OUTCOME:

The eTargetMedia email campaign resulted in extremely high open and click through rates with a volume of orders placed as a direct result of the initiative. The client subsequently booked multiple additional campaigns with continuation usage due to the astounding success of the promotion.



Treat your princess to a magical birthday  
Choose from Ariel, [Rapunzel](#) or [Cinderella](#)

SHOP ALL NOW



Ariel



Cinderella



Rapunzel



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