

MAILER:

California's Great America

OBJECTIVE:

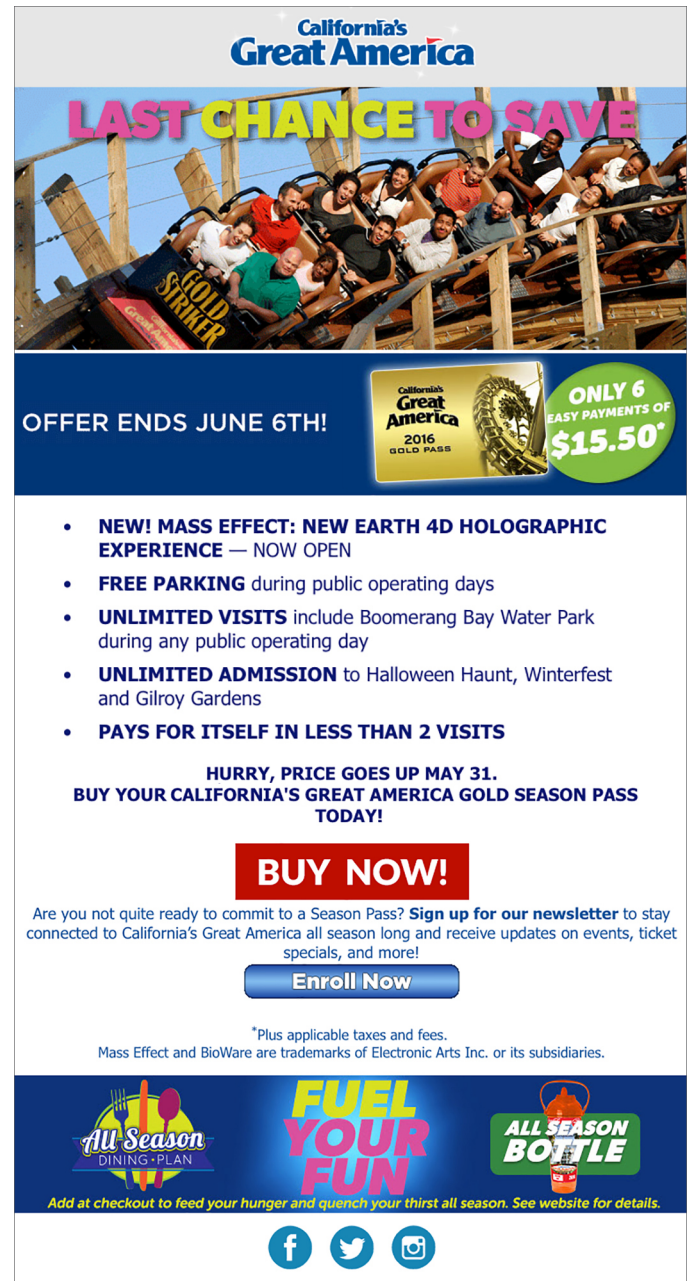
California's Great America amusement park faced the challenge of increasing online ticket sales of their annual pass.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign that segmented families who are avid amusement park visitors as well as mothers who make the travel and daily outing plans for their families. eTargetMedia strategically selected families with young children and teens who would be very likely to purchase an annual pass so they can visit California's Great America park a few times throughout the year. eTargetMedia also cross-selected families with avid amusement park visitors as these entertainment seekers would be a prime audience for an annual pass to the park. The offer was designed to promote the benefits of annual pass as well as introducing a special annual pass rate and easy payment installment plan.

OUTCOME:

The email marketing campaign was very successful and generated a very high open and click through rate. The campaign also had a high conversion rate with annual pass ticket sales increasing during the email campaign.



California's Great America
LAST CHANCE TO SAVE

OFFER ENDS JUNE 6TH!

California's Great America
2016 GOLD PASS
ONLY 6 EASY PAYMENTS OF
\$15.50*

- **NEW! MASS EFFECT: NEW EARTH 4D HOLOGRAPHIC EXPERIENCE** — NOW OPEN
- **FREE PARKING** during public operating days
- **UNLIMITED VISITS** include Boomerang Bay Water Park during any public operating day
- **UNLIMITED ADMISSION** to Halloween Haunt, Winterfest and Gilroy Gardens
- **PAYS FOR ITSELF IN LESS THAN 2 VISITS**

**HURRY, PRICE GOES UP MAY 31.
BUY YOUR CALIFORNIA'S GREAT AMERICA GOLD SEASON PASS TODAY!**

BUY NOW!

Are you not quite ready to commit to a Season Pass? **Sign up for our newsletter** to stay connected to California's Great America all season long and receive updates on events, ticket specials, and more!

Enroll Now

*Plus applicable taxes and fees.
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