

MAILER:

Callaway

OBJECTIVE:

Callaway faced the challenge of increasing online sales of the brand's specialty golf apparel.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of avid golfers with an interest in and purchase history of shopping online for golf gear and apparel in 7 target southern and western DMAs with a strong golf presence. The offer was designed to present the apparel line highlighting fit, comfort and performance, including the men's line, women's line and the big and tall line, while providing free shipping to orders of \$75 or more. The offer also allowed the opportunity to browse merchandise and receive 20% off the first online order. eTargetMedia strategically cross referenced the high performance lists of Avid Golfers and Online Apparel Buyers while layering in key demographic and lifestyle segmentation to reach a highly responsive and qualified audience of golfers.

OUTCOME:

The email marketing campaign resulted in significantly above industry average open and click-through rates, while providing excellent branding, increasing site traffic and increasing online sales of Callaway apparel.



Callaway
Apparel

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Callaway
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