CARBONITE CASE STUDY

MAILER:

Carbonite

OBJECTIVE:

Carbonite faced the challenge of increasing brand awareness and educating new prospective business clients on the benefits of the Carbonite Online Backup product.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of small business professionals, skewing male with higher education and mid to upper age range. The offer was designed to present the value and peace of mind that online backup offers as well as present the unique benefits of Carbonite including automatic functionality, cost effective price structure, data encryption for increased security, technical assistance and digital operation from wireless devices. The call to action was designed to promote sign ups to a free 30 day product trial. eTargetMedia selected the high performance B2B files as an ideal fit to reach targeted decision makers including lists such as American New Businesses, American Business Decision Makers, and Small Office Home Office Business Professionals.

OUTCOME:

The email marketing campaign resulted in a very strong open and click through rate as well as excellent brand awareness and ultimately increased conversion rates of free trials leading to increased sales as a result of the overall initiative.

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