

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.



Try Carbonite Business FREE & get 2 bonus months when you purchase.
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TAKE BACKUP OFF YOUR TO-DO LIST.


Carbonite Business backs up your files automatically, so you don't have to.



TRY IT FOR FREE


Special offer: 2 bonus months with purchase

If you run a small business, chances are you have a lot on your plate. That's why **Carbonite Business** automatically backs up an unlimited number computers, external hard drives and NAS devices – no matter where those devices are located – real-time and in the background. And best of all, it's all for a predictable annual cost you can budget with confidence.




AUTOMATIC

Once installed, Carbonite backs up your computer files for you, automatically and continually, whenever your computer is connected to the Internet.



ACCESSIBLE

Whether your employees are in the office or on the road, they can access their backed up files from any Internet-connected computer, smartphone or iPad with a free Carbonite app.



AFFORDABLE

For just \$229.99/year, you'll get 250 GB of backup space to share between an unlimited number of computers, external hard drives and NAS devices. And if you need more space, you can add it any time.

WHY WAIT?

Try Carbonite risk-free for 30 days & get 2 bonus months when you purchase!

TRY IT FOR FREE

No credit card required

Or let our small business team get you started:
877-334-0499

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