

## MAILER:

Caterpillar

## OBJECTIVE:

Caterpillar faced the challenge of increasing brand awareness, market share, and new sales of Caterpillar machines, specifically for landscaping industries.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of landscaping business owners and key decision makers in the US. The offer was designed to share a local business success story highlighting how a new Cat machine can grow sales and improve business on a local level, while offering 0% for 60 months. eTargetMedia strategically utilized the high performance lists of American Business Decision Makers and American Small Business to specifically reach landscaping professionals and business owners who would benefit from a new Caterpillar machine to educate them on the product line available and highlight the Cat® E Series Mini Excavators.

## OUTCOME:

The email marketing campaign resulted in significantly above industry average open and click-through rates, an increase in online traffic and site engagement, and an overall increase in qualified leads for new Caterpillar machines, leading to subsequent list usage and repeat eTargetMedia initiatives.



**OWN A NEW CAT<sup>®</sup> MACHINE FOR LESS, GET 0% FOR 60 MONTHS\***

**VIEW ALL MACHINE OFFERS >>**

*Dr. Coleman*  
Greg Coleman (Pictured), Frank Sr. and Frank Jr., Visionscapes, Inc. Cat Customer: 21 years

**HELPING YOU MAKE A LIVING, SO YOU CAN CREATE THE LIFE YOU WANT.**

Caterpillar is built to help businesses like the Colemans' succeed every day. When their crew is working hard to meet tight deadlines, Cat® E Series Mini Excavators help them complete the installation faster. Owning Cat machines is their smartest investment.

**BUILT FOR IT.**

**SEE WHY THE COLEMANS CHOOSE CAT<sup>®</sup> MINI EXCAVATORS.**

**CLICK TO PLAY**

**SELECT YOUR MACHINE FOR SPEC SHEETS, PDFs AND 360° VIEWS**



Keep connected.  Cat dealers are available to help with machine selection, flexible financing, parts ordering and anytime support.

**FIND YOUR NEAREST DEALER >>>**



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