

MAILER:

Einstein Bros. Bagels

OBJECTIVE:

Einstein Bros. Bagels faced the challenge of increasing sales of their espresso coffee drinks and positioning the retailer as a leading choice for purchase of coffee products.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of coffee drinkers from our Coffee Lovers file, which includes coffee connoisseurs, casual coffee drinkers, coffee gift card buyers, online coffee buyers and those who simply love a great cup of coffee. The campaign was designed to strengthen brand recognition and brand association with coffee products to educate current and prospective new customers that in addition to serving high quality bagels, they also specialize in the finest quality coffee. The campaign introduced new coffee drinks and flavors, explained the process leading to high quality espresso, and presented a coupon for in-store redemption of a free espresso drink at participating locations.

OUTCOME:

The email marketing campaigns resulted in excellent open and click through rates as well as strong coupon redemption rates at participating Einstein Bros. Bagels.



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