

MAILER:

Cohen's Fashion Optical

OBJECTIVE:

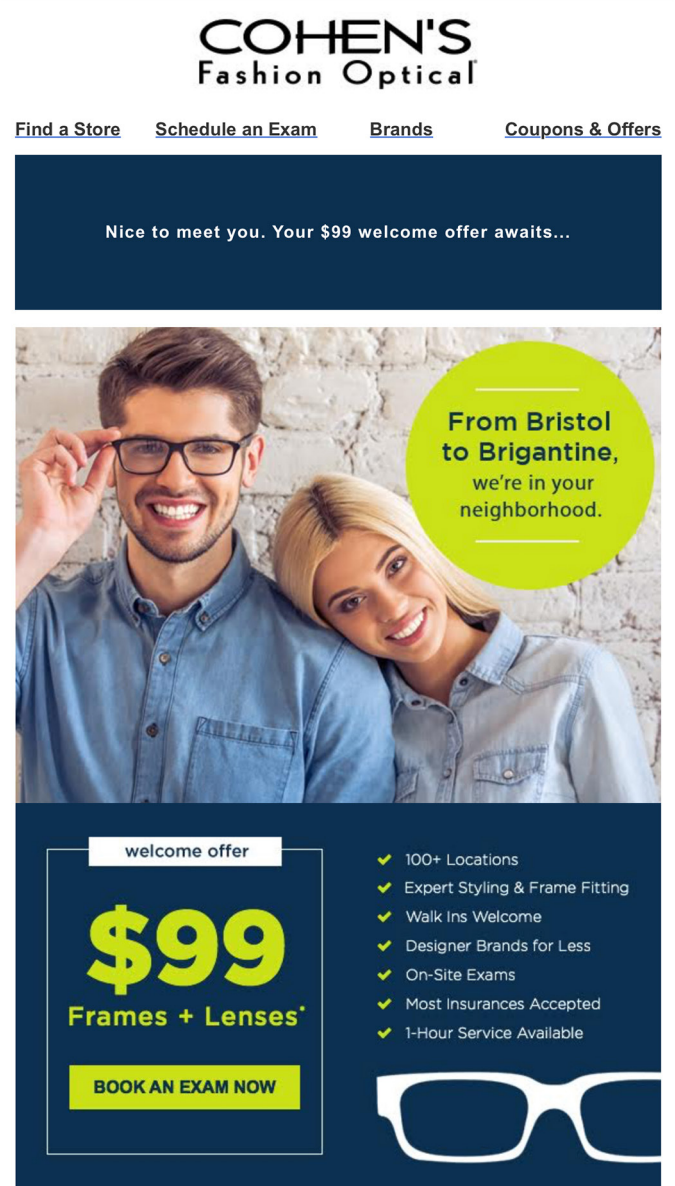
Cohen's Fashion Optical faced the challenge of booking eye exam appointments online and increasing eyeglass sales to consumers in targeted zip codes.

SOLUTION:

eTargetMedia planned a strategic email campaign that targeted consumers who currently wear prescription glasses and sunglasses and consumers who have inquired about vision correction. eTargetMedia strategically selected the 20/20 Vision Correction file, American Eyeglasses and Sunglasses Buyers file and the Fashion Specs and Luxury Eyewear file and profiled households with children within a 3-mile radius of provided zip codes where Cohen's Fashion Optical has a location. The creative was designed to feature a welcome offer of \$99 for an eye exam, frames and lenses with any appointment booked online. The target group was selected because these tech-savvy consumers are very responsive to offers related to vision correction as well as fashion and designer products.

OUTCOME:

The Cohen's Fashion Optical campaign was very successful in increasing online eye exam bookings in the targeted areas and generated very high open rates, click through rates and conversions.



The screenshot shows the top of an email campaign for Cohen's Fashion Optical. At the top, the brand name "COHEN'S Fashion Optical" is displayed. Below it are navigation links: "Find a Store", "Schedule an Exam", "Brands", and "Coupons & Offers". A dark blue banner contains the text "Nice to meet you. Your \$99 welcome offer awaits...". Below this is a photo of a smiling man and woman. A yellow circular callout on the right says "From Bristol to Brigantine, we're in your neighborhood." At the bottom, a dark blue box features a "welcome offer" section with a large "\$99 Frames + Lenses*" and a "BOOK AN EXAM NOW" button. To the right of this box is a list of benefits: 100+ Locations, Expert Styling & Frame Fitting, Walk Ins Welcome, Designer Brands for Less, On-Site Exams, Most Insurances Accepted, and 1-Hour Service Available. A pair of white glasses is shown at the bottom right.

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com