

## MAILER:

**Complete Nutrition**

## OBJECTIVE:

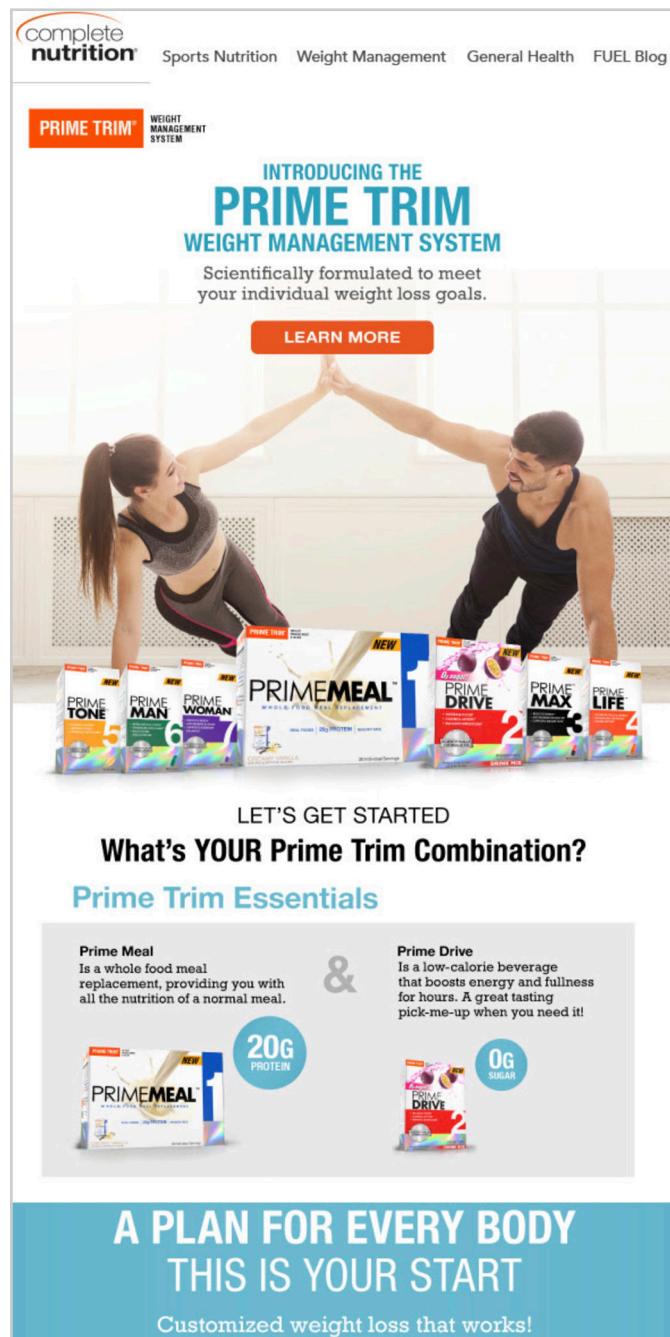
Complete Nutrition faced the challenge of increasing online sales of its customized weight loss plans and meal replacement supplements.

## SOLUTION:

eTargetMedia planned and managed a targeted email marketing campaign for Complete Nutrition that reached consumers who are actively dieting and researching weight loss plans and products. The campaign targeted weight loss enthusiasts between the ages of 30 to 55 years old including both male and female genders who have shown a proven interest in their health and specifically losing weight. The target group was selected as these individuals regularly purchase products that will help them reach their weight loss goals including weight loss supplements, diet and exercise products, weight loss plans and more. The campaign was geo-targeted to select U.S. states and the creative introduced Complete Nutrition's Prime Trim Weight Management System as well as featuring the benefits of the company's meal replacement products.

## OUTCOME:

The email marketing campaign was very successful at reaching consumers at the perfect time when they were looking for a weight loss plan that works. The high open and click through rates proved that the target group was very interested in the product and the client reported a strong interest in the program after the email went out.



**complete nutrition** Sports Nutrition Weight Management General Health FUEL Blog

**PRIME TRIM** WEIGHT MANAGEMENT SYSTEM

INTRODUCING THE  
**PRIME TRIM**  
WEIGHT MANAGEMENT SYSTEM

Scientifically formulated to meet your individual weight loss goals.

[LEARN MORE](#)

LET'S GET STARTED

**What's YOUR Prime Trim Combination?**

**Prime Trim Essentials**

**Prime Meal**  
Is a whole food meal replacement, providing you with all the nutrition of a normal meal.

**20G PROTEIN**

&

**Prime Drive**  
Is a low-calorie beverage that boosts energy and fullness for hours. A great tasting pick-me-up when you need it!

**0G SUGAR**

**A PLAN FOR EVERY BODY**  
**THIS IS YOUR START**

Customized weight loss that works!

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