

MAILER:

Meijer

OBJECTIVE:

Meijer faced the challenge of promoting its gift cards employee rewards program during the holiday season and wanted to promote the volume discounts offered to corporate gift buyers.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign that segmented an audience of responsive corporate gift buyers from our Business-to-Business Opt-In Professional Masterfile. The offer was designed to promote Meijer's employee reward program and offered volume discounts on Meijer gift cards. eTargetMedia strategically selected corporate gift buyers from companies with 25+ employees who would be likely to purchase holiday gift cards to reward their employees. The campaign was geo-targeted to zip codes within a specified radius around Meijer locations.

OUTCOME:

The email marketing campaign resulted in exceptional open, click through and conversion rates as well as promoting awareness of the employee rewards program. The campaign also generated additional traffic to the website and an increase in gift card sales during the holiday season.



reward your employees

When you give employees a Meijer gift card, you give one card with countless possibilities.

- New holiday gift cards to make the season memorable
- Volume discounts available
- Several designs and denominations available from \$5 to \$1,000
- No expiration dates or fees
- Order by December 21 for delivery by December 23



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