

MAILER:

Detroit Zoo

OBJECTIVE:

The Detroit Zoo faced the challenge of increasing visitation during a limited time dinosaur themed exhibition.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of mothers with children ages 2-10 in the Detroit Metro Area with focus on children's interests and activities. The offer was designed to announce the final two weekends of the exhibit and invite guests to purchase their tickets in advance and schedule a visit. eTargetMedia utilized the high performance lists of American Families Online, Newborns Tots and Beyond, and Multigenerational Families to engage child-focused households with interests in children's entertainment and educational activities.

OUTCOME:

The email campaign resulted in increased traffic to the client site, increased site engagement, increased awareness of the limited time exhibit and ultimately an increase in visitation during the final two weekends of the event, exceeding expectations of the projected campaign goals.



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