

MAILER:

Rite Aid Pharmacy

OBJECTIVE:

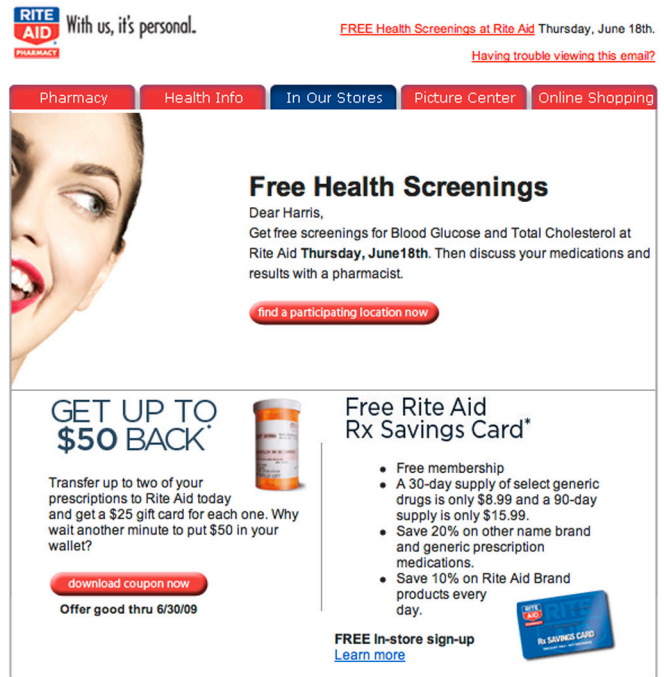
Rite Aid Pharmacy faced the challenge of increasing membership to the Rx Savings Card loyalty program as well as driving incremental foot traffic to participating store locations for an in-store health screening.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of women age 25-64 with children in the household, concerned for the health and well-being of their loved ones, within a geo-targeted radius of participating store locations. The offer was designed to present the opportunity for a free Glucose and Cholesterol test, to introduce the audience to the benefits of the loyalty prescription program as well as present the opportunity to sign up, and to present the opportunity to earn gift cards for transferring prescriptions to Rite Aid. eTargetMedia segmented a highly targeted audience, carefully selected as the most responsive prospective buyers based on the nature of the offer, from our high performance files of: American Families Online, American Healthy Eating and Lifestyles, Cholesterol Control and our Consumer Email Masterfile.

OUTCOME:

The email marketing campaigns proved highly successful with open and click-through rates that significantly exceeded industry averages for email campaigns to acquisition lists. The mailer saw a significant increase in foot traffic for the health screenings at participating locations, reported in increase in registrations to the loyalty program, and subsequently proceeded with continuation list usage and additional eTargetMedia email initiatives.



RITE AID PHARMACY With us, it's personal. FREE Health Screenings at Rite Aid Thursday, June 18th.
[Having trouble viewing this email?](#)

Pharmacy Health Info In Our Stores Picture Center Online Shopping

Free Health Screenings

Dear Harris,
Get free screenings for Blood Glucose and Total Cholesterol at Rite Aid **Thursday, June 18th**. Then discuss your medications and results with a pharmacist.

[find a participating location now](#)

GET UP TO \$50 BACK*


Transfer up to two of your prescriptions to Rite Aid today and get a \$25 gift card for each one. Why wait another minute to put \$50 in your wallet?

[download coupon now](#)
Offer good thru 6/30/09

Free Rite Aid Rx Savings Card*

- Free membership
- A 30-day supply of select generic drugs is only \$8.99 and a 90-day supply is only \$15.99.
- Save 20% on other name brand and generic prescription medications.
- Save 10% on Rite Aid Brand products every day.

[FREE in-store sign-up](#)
[Learn more](#)



*Certain limitations apply. See coupon or website for details.
Rite Aid, 30 Hunter Lane, Camp Hill, PA 1701

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