

## MAILER:

Easy Street Shoes

## OBJECTIVE:

Easy Street Shoes faced the challenge of increasing brand awareness of its Bella Vita Italian crafted shoes.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of women age 35-65 who are avid online fashion and shoe buyers with a purchase preference for and history of specialty stores, tailored apparel, and plus size clothing. eTargetMedia strategically selected the high performance list of American Plus Size Female Apparel Buyers layering in demographic and geographic selects while skewing toward an interest in shoes to reach a highly responsive audience to drive sales through the Bella Vita 25% off online promotion.

## OUTCOME:

The email marketing campaign resulted in an increase in brand recognition, increased traffic to the client site, and ultimately an increase in sales as well as coupon redemptions from the specialty and targeted coupon code delivered through the eTargetMedia campaign.



DESIGNED & HANDCRAFTED IN TUSCANY, ITALY

*Bella Vita*  
Genuine Supple Leather  
Luxurious Italian Comfort.

ENTIRE SITE  
**25%**  
ENTER CODE: ITALY25  
INTRODUCTORY LIMITED TIME OFFER

MADE IN ITALY

OVER 100 DIFFERENT STYLES TO CHOOSE FROM

TUSCANY  
*easy street.*

GORGEOUS ASSORTMENT OF COLORS & STYLES

For a limited time, enjoy these exclusive  
**Italian Masterpieces at 25% off**  
**Enter Code: Italy25 at checkout!**  
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**43 SIZES & 4 WIDTHS**  
\*NOT ALL PATTERNS AVAILABLE IN ALL SIZES & WIDTHS

	5	5½	6	6½	7	7½	8	8½	9	9½	10	11	12
NARROW	•	•	•	•	•	•	•	•	•	•	•	•	•
MEDIUM	•	•	•	•	•	•	•	•	•	•	•	•	•
WIDE	•	•	•	•	•	•	•	•	•	•	•	•	•
EXTRA-WIDE	•	•	•	•	•	•	•	•	•	•	•	•	•

Labels: SUPER FAST FREE SHIPPING, TUSCANY easy street.

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