

**MAILER:**

**Bloomberg Brief Economics**

**OBJECTIVE:**

Bloomberg Brief Economics faced the challenge of increasing subscriptions to its new daily newsletter of financial news and analysis.

**SOLUTION:**

eTargetMedia implemented a highly effective and targeted email marketing campaign segmenting an audience of financial investors from our high responsive files of Active Financial Investors, Active Day Traders and Active Personal Finance and Investment Enthusiasts. The offer was designed to introduce the new publication, positioning it as a premier source of data and analytics in the financial industry. The campaign provided sample reports, introduced key features of the newsletter such as analysis, charts and interviews with economists, and ultimately presented the opportunity to sign up for a free one month trial as the primary call to action.

**OUTCOME:**

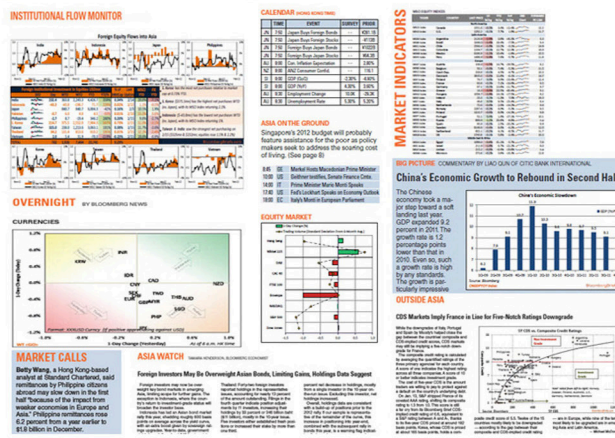
The email marketing initiative resulted in excellent open and click through rates that exceeded industry averages for acquisition email campaigns in the financial sector. The mailer saw a significant increase in traffic as well as registrations for the free trial to the newsletter.

## Bloomberg BRIEF

### Sample Our New Economics Newsletter

Bloomberg Brief Economics is a new groundbreaking daily newsletter that gives the high quality and proprietary data, breaking news and analysis that only Bloomberg can provide.

Free Trial >>>>



The sample newsletter includes sections like 'INSTITUTIONAL FLOW MONITOR', 'CALENDAR', 'MARKET INDICATORS', 'ASIA ON THE GROUND', 'OVERNIGHT', 'CURRENCIES', 'EQUITY MARKET', 'MARKET CALLS', and 'ASIA WATCH'. It features various charts, tables, and short text articles with headlines such as 'China's Economic Growth to Rebound in Second Half' and 'Foreign Investors May Be Overweight Asian Bonds, Limiting Gains, Holdings Data Suggest'.

## The Information You Need

Bloomberg BRIEF Economics is a new, groundbreaking publication written by leading economists in US, Europe and Asia, published by Bloomberg, the premier source of data and analytics in the financial world. We have six dedicated economists providing cutting edge research and commentary every day just for you.

Bloomberg BRIEF Economics is already read by thousands every morning and you'll soon see why. Created for portfolio managers, traders, analysts, CEOs — anyone whose business is affected by major economic and market trends — the Economics Brief provides a clear, concise snapshot every morning of all the key information you need to know:

- ★ Valuable insight and independent analysis from our six renowned economists who've spent decades on Wall Street including Richard Yamaron, Michael McDonough, David Powell, Niraj Shah, Tamara Henderson and Joseph Brusuelas.
- ★ Proprietary data and commentary that gets beneath the numbers with eye catching charts.
- ★ Can't-miss, exclusive interviews with top economists by Tom Keene.
- ★ Guest columnists from top-tier firms.

And we are offering you the chance to try it free for one month. Sign up in less than one minute.



### Take your no risk trial today!

The Bloomberg Economics Brief has eye popping charts, graphs and analysis from global team of economists. The information they provide is unique to the newsletter and not available anywhere else.

Free Trial >>>>

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