

## MAILER:

**Publix**

## OBJECTIVE:

Publix faced the challenge of increasing sales and consumer loyalty among new mothers as well as positioning itself as the leading retailer and trusted choice for purchase of baby products.

## SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of new mothers from our specialty Mommy and Me Households file which contains mothers who are primarily stay at home caregivers or currently on maternity leave to care for their newborns full time, and from our Newborns, Tots and Beyond file which contains parents of children ranging from newborns through toddlers. The campaign segmented an audience of women in targeted geographic markets of participating store locations in the states of GA and FL, and was co-branded with Huggies, Gerber, Pampers and Enfamil. The offer was designed to present Publix as the retailer that new moms can rely on to carry trusted brand name products to care for their children. The promotion presented the spring sales event with extra savings on participating brands of baby products.

## OUTCOME:

The email marketing campaigns proved highly successful with excellent open and click-through rates, which significantly exceeded industry averages. The mailer saw a significant increase in foot traffic to participating locations as well as increased sales in the co-branded featured products. The mailer subsequently returned for multiple campaigns and continuation list usage with additional eTargetMedia email initiatives.



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