

MAILER:

Frontgate

OBJECTIVE:

Frontgate faced the challenge of positioning the brand as the leading outfitter of fine home goods products while driving in store shoppers to the Charlotte, NC Southpark Mall location.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of affluent home furnishings, décor and product buyers in targeted zip codes of shoppers surrounding the featured store location. The offer was designed to position the brand as a leader in the home goods and décor sector while attracting new and repeat customers to the store during the 4th of July sale offering 25% savings during the holiday weekend. eTargetMedia utilized the high performance lists of American Families Online, New Homeowners, and American Homeowners with Pools as well as active shoppers from the Email Masterfile to reach active and in-market shoppers who are ready to take advantage of holiday savings.

OUTCOME:

The email campaign resulted in increased traffic to the client site, increased brand exposure to a targeted audience of active home good shoppers, increased foot traffic to the featured store location leading to increased sales during the limited time promotional offer as well as subsequent list usage due to excellent results.



Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com