

## MAILER:

**Scandinavian Designs**

## OBJECTIVE:

Scandinavian Designs faced the challenge of strengthening brand awareness, increasing online traffic and increasing sales during brand's 50th Anniversary Sale.

## SOLUTION:

eTargetMedia implemented a highly targeted and response-oriented email marketing initiative targeting furniture buyers age 25+ with mid to upper income ranges and interest in home furnishings and home décor in twelve key metropolitan areas containing store locations. The campaign was designed to announce the 50th Anniversary Sale, create urgency with the limited time frame available to take advantage of special savings, showcase specialty reduced furniture pieces as part of the exclusive promotion, and drive traffic to the company website as well as to various store locations. eTargetMedia selected in-market prospects to match all target demographics as well as interest and consumer behavior from our high-performance files of Home Décor Enthusiasts as well as Luxury Brand Buyers to reach responsive in-market furniture buyers for optimum campaign results.

## OUTCOME:

The email marketing campaign resulted in significantly above industry average results for email to acquisition lists as well as tremendous brand awareness and interest in Scandinavian Design home furnishings and décor. In addition, the initiative generated increased web and foot traffic to significantly drive sales during the promotional period.



**SCANDINAVIAN DESIGNS**

VISIT WEBSITE STORE LOCATIONS FOLLOW US LIKE US

**50**  
50TH ANNIVERSARY

**GOLDEN TICKET**  
ONE SALE • ONE TIME • ONE CHANCE  
CLICK FOR \$50

FINISH YOUR HAPPY PLACE JUST IN TIME FOR THE HOLIDAYS.

CLICK TO SEE MORE DEALS

**THE GOLDEN TICKET EVENT**  
is a once-in-a-lifetime sale to celebrate our 50th Golden Anniversary. Come to our Scandinavian Designs showroom today for the smartest buys of the season and get your place ready to dazzle.

THIS PARTY ENDS DECEMBER 31ST.

**\$50 OFF**