

MAILER:

GameStop

OBJECTIVE:

GameStop faced the challenge of increasing product awareness of EA SPORTS Active, the new total fitness program for Wii, as well as increasing overall product sales and subscriptions to the featured site thebestlife.com by celebrated author Bob Greene.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of qualified prospects ages 25-54, skewing female with presence of children, and an active interest in fitness, wellness, dieting and exercise. The campaign was designed to introduce the featured product of EA SPORTS Active while presenting the health benefits as well as highlighting the co-branded sponsor Bob Greene with an exclusive trial membership to his online fitness community. eTargetMedia carefully selected prospects from cross-referenced gaming as well as fitness files including Health and Fitness Enthusiasts and Active Dieting and Weight Loss Subscribers, while implementing segmentation qualifiers based on health-related interests to assure an ideal fit in target audience.

OUTCOME:

The email marketing campaign resulted in significantly above industry average open and click-through rates. The mailer reported an increase in traffic to the client site, increased brand and product recognition, increased registrations and new leads, and overall increase in demand as a direct result.

GET FIT. GET ACTIVE. GET THEBESTLIFE.COM FOR FREE.

EA SPORTS Active is a new total fitness program that combines cardio, strength training and nutrition. It's a fun and easy way to get in the best shape of your life.

And if you [pre-order your copy](#) from GameStop now, you'll get a free one-month subscription to thebestlife.com[™], the online home of Oprah's fitness trainer and celebrated author Bob Greene. You'll get access to his Best Life Diet, a three-phased approach to weight loss, and the support of thebestlife.com online member community. This offer is available exclusively at GameStop.



CLICK TO SEE IT IN ACTION

Don't have a Wii? [Click here to order.](#)

EA SPORTS active

GameStop
power to the players

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*The 30-day trial membership is available to adults age 18 and over. After the free trial period expires (on day 31), you will be asked to sign up for the paid program (at current available plan rates). For full terms of use, visit www.thebestlife.com.

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