

MAILER:

ShopRite

OBJECTIVE:

ShopRite faced the challenge of increasing awareness of their grocery delivery service, acquiring new customers in target geographic regions, and increasing customers loyalty to the brand in the face of a competitive landscape in the delivery service market.

SOLUTION:

eTargetMedia implemented a highly effective targeted series of email marketing campaign segmenting an audience of coffee drinkers in New York City and Washington DC. The promotion was designed to highlight Folgers Gourmet Selection K-Cups offered through shopritedelivers.com with free shipping. eTargetMedia strategically selected prospects from the specialty files of American Coffee Lovers as well as American Cooking Enthusiasts, layering in the appropriate demographic selects to segment ideal prospective ShopRite customers. The landing page also provided opportunities to order other grocery and CPG products from the ShopRite delivery service and allowed prospects to view sale items and set up a new account.

OUTCOME:

The email marketing initiative resulted in outstanding open and click through rates, increased traffic, increased web leads, and a boost in new customers. Due to strong success rates, the satisfied client continued with repeat list usage over various promotional offers for continued successful campaigns with eTargetMedia.



Order NOW at shopritedelivers.com. Price and offer good thru Saturday, August 3

CASE SALE!

Wake up to great taste.
Wake up to savings from shopritedelivers.com

Classic Roast, Lively Colombian, Lively Colombian Decaf, Morning Cafe, Black Silk, Caramel Drizzle or Vanilla Bean Biscotti

Folgers Gourmet Selections K-Cups

Case of **6 Boxes**
72 Total K-Cups!

48²⁴

FREE Shipping!

Click here to shop now!

Promotion available on shopritedelivers.com only. Offer not valid in store or at ShopRite from Home.

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