

MAILER:

GUESS

OBJECTIVE:

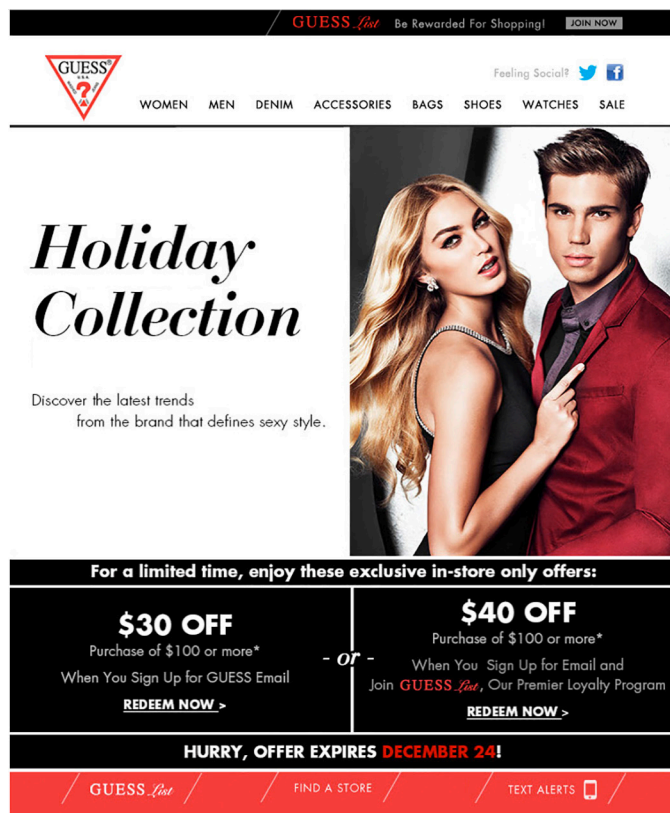
GUESS faced the challenge of increasing sign ups and membership to its premier loyalty program.

SOLUTION:

eTargetMedia implemented a strategically targeted email marketing campaign segmenting an audience of apparel buyers with a female skew in the target age range for the brand within a 20 mile radius of over 50 retail store locations in the US and Canada. The offer was designed to drive holiday shoppers to select GUESS apparel as the perfect holiday gift for themselves as well as for family and friends, and retain them as loyal customers of the brand following the holidays via the loyalty program. GUESS presented an exclusive opportunity to redeem an online or in-store coupon by signing up for the loyalty program for the limited time promotional period prior to the holidays redeemable on the new holiday collection of GUESS merchandise. eTargetMedia segmented prospects from specialty high performance fashion files including Apparel Buyers, Fashion Forward Trend Setters, and Active Holiday Online Shoppers, implementing all of the correct mix of segmentation to reach the most prospective buyers of the brand.

OUTCOME:

The email marketing campaign resulted in significantly above average results that surpassed industry averages in acquisition email marketing. The client reported an increase in online traffic as well as an increase of membership to the target loyalty program of focus for the initiative.



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