

## MAILER:

The Harlem Globetrotters

## OBJECTIVE:

The Harlem Globetrotters faced the challenge of increasing ticket sales for the World Tour

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of mothers with children in the household with an interest in children's activities and sporting events in the Miami metro area to promote the upcoming show at the American Airlines Arena. eTargetMedia strategically selected the targeted lists of American Families Online cross referenced with All-American Basketball Fans and Sports Enthusiasts to reach a highly responsive market segment. The offer was designed to announce the tour dates, offer a promotional code for 25% off tickets and generate enthusiasm among a targeted sports-minded local audience.

## OUTCOME:

The email campaign was highly successful in regards to significantly above industry average open and click through rates as well as resulted in increased traffic, increased site engagement, and an overall increase in ticket sales during the promotional period for The Harlem Globetrotters local events.



**Amazing Basketball  
Entertainment. 25% off tickets.**



Grayhound

World Vision



**American Airlines Arena**  
Sunday, March 1 at 4 p.m.  
Miami, FL



The Globetrotters can't wait to share our all-new show with you, and create a new favorite family memory that will last forever. And for a limited time, tickets are 25% off.

Last year was the Globetrotters biggest tour ever, and this year promises to be even bigger with even more incredible ball handling, trick shots, and side-splitting comedy than ever before. The Globetrotters' arch rivals, the Washington Generals, are desperate for a win. Sources tell us they have a cunning new plan of attack and will stop at nothing to come out on top at the end of the game...

The Globetrotters love to see smiles on the faces of families around the arena. The audience's happiness is the energy that powers the team, so Globetrotter stars recharge after the game with an autograph, photograph and high five session just for our fans.

**The Best Seats Sell Out Fast, so Buy Your Tickets Now**

**Buy Tickets Now to Get 25% Off ▶**  
Must use code 'HARLEM'

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