

## MAILER:

Ashley Furniture HomeStore

## OBJECTIVE:

Ashley Furniture HomeStore faced the challenge of driving incremental foot traffic to participating show rooms during select one day sales, and ultimately increasing sales during promotional periods as a result.

## SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of females age 25-54, within a mid to upper income range with an interest in home furnishings and home décor, from our Active Home Décor Enthusiasts file. The file included active furniture buyers, active décor enthusiasts, new homeowners and new movers interested in furnishings, and discount furniture shoppers. The campaign was designed to announce the sale and inform prospects of their closest store location, to promote sale furnishings and accents, and to educate prospective buyers on financing options. eTargetMedia delivered the campaign to a highly qualified audience of furniture buyers within a designated mile radius for convenient driving distance to each participating location.

## OUTCOME:

The email marketing campaign resulted in excellent open rates as well as click through rates for email campaigns to acquisition lists. The mailer reported an increase of foot traffic in participating store as well as a significant boost in sales during the promotional period. The mailer also returned for subsequent campaigns with eTargetMedia due to excellent response rates.

SHOP BY STYLE



# ONE-DAY sale

FRIDAY  
Sept 7



Help our neighbors in need  
with your \$15 donation to the  
alzheimer's association





With your donation take  
**15% OFF**  
your purchase of America's  
Favorite Furniture  
plus **12 months**  
**NO INTEREST\***

Bring this email in with you to receive your special discount!

Living Room | Bedroom | Dining Room | Home Office | Home Entertainment | Kids | Accessories | Mattresses

#1 Name In Furniture

Visit us at [www.ashleyfurniturehomestore.com](http://www.ashleyfurniturehomestore.com)  
for a location near you!

Only valid at participating Ashley Furniture HomeStores.  
Not valid with any other offer.

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