

MAILER:

Homedics

OBJECTIVE:

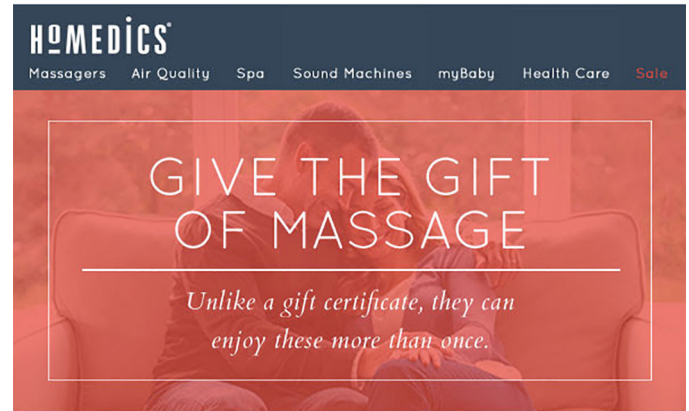
Homedics faced the challenge of generating sales for its Valentine's Day sale and wanted to design a campaign that allowed them to test different consumer markets.

SOLUTION:

eTargetMedia implemented a highly effective and targeted email marketing campaign that segmented the audience by gender, marital status and homeowner status so the company could test the different consumer clusters. The offer was designed to promote the gift of massage and offered a special 15% off plus free ground shipping on all massage and spa products. eTargetMedia set up an A/B split for consumers over the age of 30 and tested male vs. female buyers, married and unmarried consumers, as well as homeowners and renters. The campaign was targeted nationwide to reach consumers across the country who would be receptive to purchasing a massage product online.

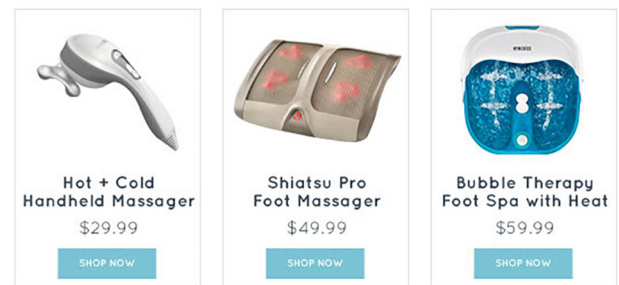
OUTCOME:

The email marketing campaign resulted in exceptional open and click through rates as well as increased sales and coupon redemptions on the website as a result of the eTargetMedia campaign.



Use code **LOVE15**

for 15% off + free ground shipping
on all massage & spa products.



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