

**MAILER:**

Hyundai

**OBJECTIVE:**

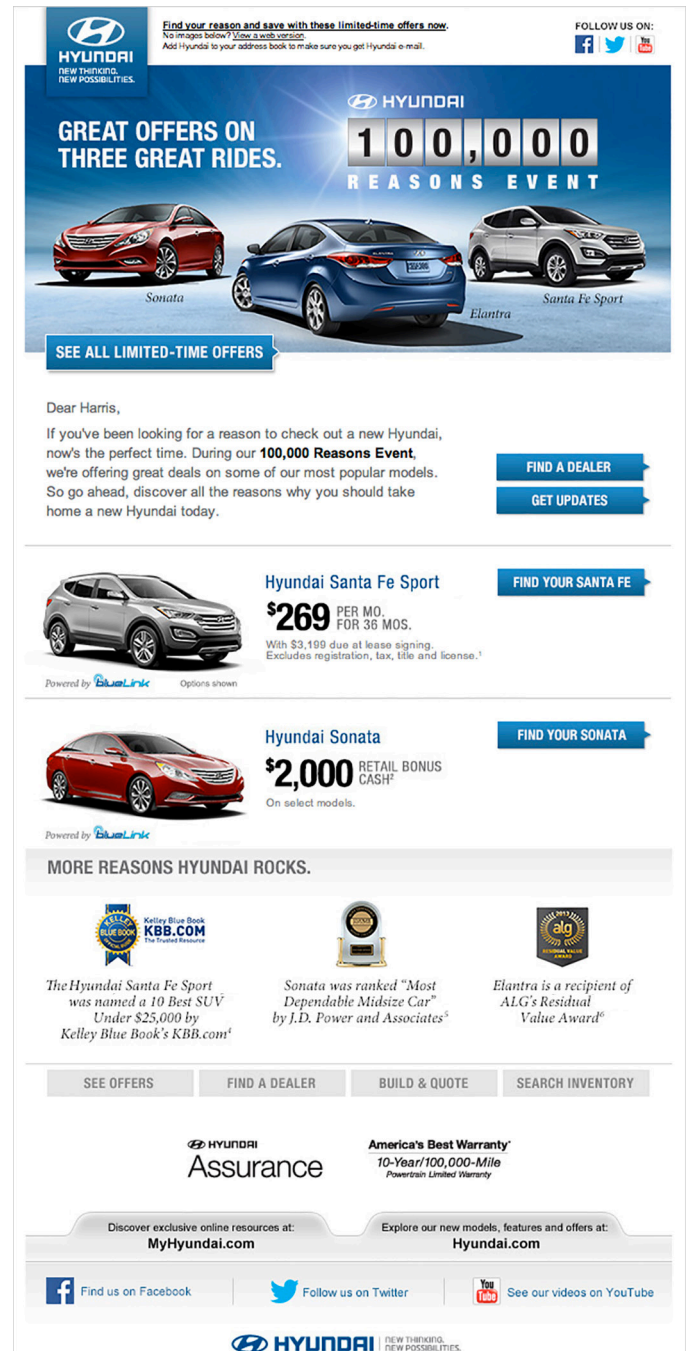
Hyundai faced the challenge of attracting new prospective customers and engaging them to consider leasing or financing select popular Hyundai models.

**SOLUTION:**

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of prospective in-market automotive customers from our highly effective Prospective Auto Buyers file. eTargetMedia implemented the correct mix of demographics as well as auto-specific segmentation including in-market by make and model and recency of intent to purchase, to reach a relevant and timely audience base for an effective initiative. The campaign was designed to drive traffic to view all limited time offers, find a dealer, and build a quote for highlighted models, as well as present various accolades and testimonials to position Hyundai as the ideal choice for a new auto lease or purchase.

**OUTCOME:**

The email marketing campaigns resulted in significantly above average open and click-through rates per industry averages as well as increased traffic, increased leads, brand awareness and overall positive response leading to subsequent eTargetMedia campaigns due to optimum results.



The screenshot shows a multi-section email campaign for Hyundai. At the top, it features the Hyundai logo and the slogan "NEW THINKING. NEW POSSIBILITIES." alongside a "FOLLOW US ON:" section with social media icons. The main headline reads "GREAT OFFERS ON THREE GREAT RIDES." followed by a large "100,000 REASONS EVENT" graphic. Below this, three car models are showcased: a red Sonata, a blue Elantra, and a silver Santa Fe Sport. A prominent blue button says "SEE ALL LIMITED-TIME OFFERS".

The email body is personalized, starting with "Dear Harris," and offers a "100,000 Reasons Event" where great deals are being offered on popular models. It includes two main call-to-action buttons: "FIND A DEALER" and "GET UPDATES".

Two featured offers are highlighted:
 

- Hyundai Santa Fe Sport:** \$269 PER MO. FOR 36 MOS. (With \$3,199 due at lease signing. Excludes registration, tax, title and license.)\*
- Hyundai Sonata:** \$2,000 RETAIL BONUS CASH\* (On select models.)

 Each offer includes a "FIND YOUR [MODEL]" button.

A section titled "MORE REASONS HYUNDAI ROCKS." features three award logos:
 

- Kelley Blue Book's KBB.COM 10 Best SUV Under \$25,000 by Kelley Blue Book's KBB.com<sup>4</sup>
- Sonata ranked "Most Dependable Midsize Car" by J.D. Power and Associates<sup>5</sup>
- Elantra is a recipient of ALG's Residual Value Award<sup>6</sup>

At the bottom, there are navigation buttons: "SEE OFFERS", "FIND A DEALER", "BUILD & QUOTE", and "SEARCH INVENTORY". A "HYUNDAI Assurance" section highlights "America's Best Warranty" (10-Year/100,000-Mile Powertrain Limited Warranty). The footer includes links to "MyHyundai.com" and "Hyundai.com", along with social media links for Facebook, Twitter, and YouTube.

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