

JEWELRY CASE STUDY

MAILER:

Pandora

OBJECTIVE:

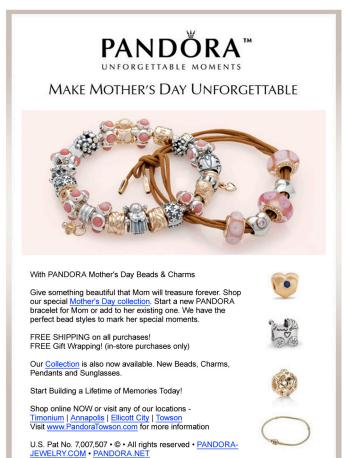
Pandora faced the challenge of increasing brand awareness and Mother's Day sales of select seasonal jewelry items.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of married couples with children in the household, skewing male, with mid to upper income levels in select locations targeted around Pandora retailers. The campaign was designed to highlight the new line of seasonal items including beads, charms, pendants and sunglasses, to position them as an ideal gift for moms on Mother's Day. eTargetMedia strategically selected prospects from our highly targeted American Jewelry Buyers file as well as our American Families Online file to reach ideal buyers apt to purchase these fine Pandora pieces in time for Mother's Day.

OUTCOME:

The email marketing campaign resulted in significantly above average open and click-through rates, with the retailer reporting an increase in traffic as well as sales during the promotional period as a direct result.



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