

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.



MAKE MOTHER'S DAY UNFORGETTABLE



With PANDORA Mother's Day Beads & Charms

Give something beautiful that Mom will treasure forever. Shop our special [Mother's Day collection](#). Start a new PANDORA bracelet for Mom or add to her existing one. We have the perfect bead styles to mark her special moments.





FREE SHIPPING on all purchases!
FREE Gift Wrapping! (in-store purchases only)

Our [Collection](#) is also now available. New Beads, Charms, Pendants and Sunglasses.

Start Building a Lifetime of Memories Today!

Shop online NOW or visit any of our locations - [Timonium](#) | [Annapolis](#) | [Ellicott City](#) | [Towson](#)
Visit www.PandoraTowson.com for more information

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