

## MAILER:

Kirkland's

## OBJECTIVE:

Kirkland's faced the challenge of increasing subscriptions to the client's retention list during the holiday sales promotion while simultaneously driving online sales of holiday merchandise.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of women age 25-64 who are married homeowners with children with an interest in home furnishings and home décor, skewing toward a holiday décor interest, focusing on select PRIZM clusters of strong historical purchase history and expanding to a mid-upper income range in select geographic markets. The campaign was designed to position Kirkland's as the premier holiday décor supplier offering a full range of entertaining, decorating and celebrating products to brighten the holiday season.

## OUTCOME:

The email campaign resulted in a significantly above industry average open and click-through rate in the scope of holiday email promotions as well as an increase in holiday sales and registrations to Kirkland's retention mailing list as a direct result of the eTargetMedia initiative.

KIRKLAND'S  
YOUR HOME DÉCOR STORE

Sign up for Kirkland's emails to get the latest updates on all things home décor! | [View online](#)



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Shop Sale ▶  
Shop By Room ▶

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Order Status ▶  
My Account ▶

### INFORMATION

Credit Card ▶  
Store Locator ▶  
Check Gift Card Balance ▶

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