

MAILER:

Kroger

OBJECTIVE:

Kroger faced the challenge of increasing membership to its community rewards program.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of active grocery shoppers in select zip codes surrounding store locations. The offer was designed to educate prospects that enrolling in the Plus Card program during the August re-enrollment period supports community non-profits while earning valuable points through the Kroger program. eTargetMedia strategically selected consumers from the high performance list of Primary Household Grocery Shoppers to reach an avid base of shoppers who are interested in the best quality products and shopping experience while helping their own communities with support to local non-profits.

OUTCOME:

The Kroger email campaign resulted in a significant boost in traffic to the client site, increased exposure of the Kroger brand, and a significant lift in membership to the rewards program featured in the promotion.



KEEP the rewards coming!

AUGUST is Re-Enrollment Month

community rewards

Supporting a Nonprofit through Community Rewards?

RE-ENROLL your Plus Card anytime August 1-31 to keep the rewards coming. Sign into your account at Kroger.com/communityrewards anytime in August to re-enroll. Please note: Organizations do not re-apply, but their supporters must re-enroll during the month of August. Supporters not re-enrolling will drop from the program on September 1.

Kroger is donating \$3-MILLION Annually to local Non-Profits

New Organizations & Supporters Welcome!

Visit Kroger.com/communityrewards to learn how to earn rewards for your group simply by scanning your enrolled Plus Card.

RE-ENROLL NOW!




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