

MAILER:

LG Electronics

OBJECTIVE:

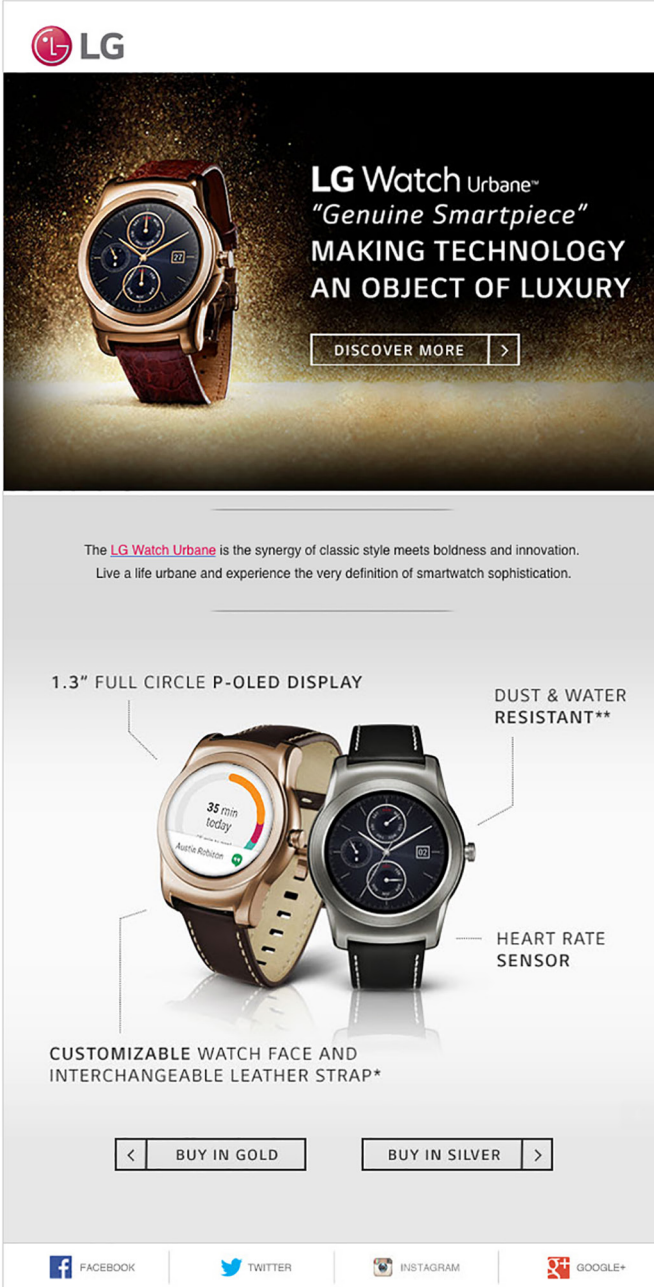
LG Electronics faced the challenge of increasing exposure of the new Watch Urbane while educating prospective buyers of its unique features and design.

SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign to position the product as a leader of innovative technology and luxury design. The offer was designed to introduce the classic style, with bold and innovative features like no other luxury time piece, while implementing technological features such as a heart rate sensor and Bluetooth compatibility. eTargetMedia strategically segmented a highly targeted audience of men in upper income ranges who are early adopters of technology as well as Android users. The promotion included the opportunity to browse additional product features as well as the opportunity to purchase the Watch Urbane in gold or in silver.

OUTCOME:

The email marketing campaign resulted in above industry average results in terms of increased open and click-through rates, while generating a strong increase in traffic, increased product awareness and overall exposure of the new LG Watch Urbane for an overall excellent result of the eTargetMedia campaign.



LG

LG Watch Urbane™
"Genuine Smartpiece"
**MAKING TECHNOLOGY
 AN OBJECT OF LUXURY**

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The **LG Watch Urbane** is the synergy of classic style meets boldness and innovation.
 Live a life urbane and experience the very definition of smartwatch sophistication.

1.3" FULL CIRCLE P-OLED DISPLAY

DUST & WATER RESISTANT**

HEART RATE SENSOR

CUSTOMIZABLE WATCH FACE AND INTERCHANGEABLE LEATHER STRAP*

< BUY IN GOLD BUY IN SILVER >

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