

MAILER:

LifeLock

OBJECTIVE:

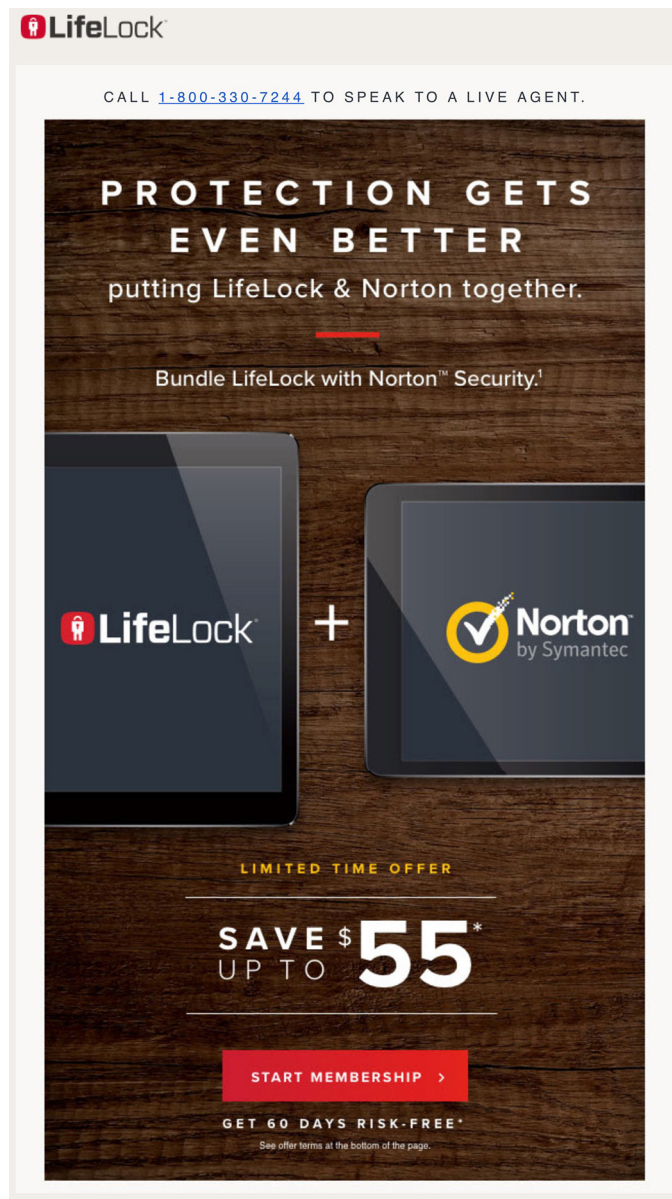
LifeLock faced the challenge of increasing memberships to its identity theft protection service.

SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign for LifeLock that reached savvy consumers, with mid to high income ranges of \$100k+ and investable assets of \$500k+. The campaign targeted families with children and skewed mostly males, 30 years old and up. The target group included conservative consumers who have shown concern with financial security and have a proven interest in security related and insurance products. These consumers are the decision makers in their households when it comes to financial security decisions. The creative featured the benefits of bundling LifeLock and Norton Security together to protect against identity theft and offered a limited time special membership rate with a 60-day risk free trial.

OUTCOME:

The email campaign was an overall successful acquisition based email list rental campaign. The campaign had a strong open rate and helped to drive memberships and acquisitions. In the process, the client also saw increased brand awareness as well as increased web traffic.



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