

MAILER:

Loggins Jewelers

OBJECTIVE:

Loggins Jewelers faced the challenge of increasing traffic to the store and increasing Holiday sales.

SOLUTION:

eTargetMedia implemented a highly effective and targeted email marketing campaign that segmented an audience of upscale jewelry buyers including females, between the ages of 35-64 with household incomes of over \$150k who live within a 7 mile radius of the retail store. The offer was designed to feature a special discount for customers who brought the email offer to the store. eTargetMedia strategically selected consumers from our American Jewelry Buyers file as well as affluent women in the Sugar Land, Texas area who are ideal prospects to purchase the fine jewelry for themselves or as holiday gifts.

OUTCOME:

The eTargetMedia campaign resulted in excellent click through rates and significantly above average open rates. The campaign led to an increase in store traffic as well as increased sales during the holiday shopping month as well as increasing return visits from current customers.



LOGGINS
JEWELERS

THIS HOLIDAY SEASON, THE LOOK IS *Loggins*

BRING COLOR TO LIFE.

WE WOULD LIKE TO THANK YOU FOR BEING A PART OF THE LOGGINS FAMILY. AS A SPECIAL WAY TO SHOW OUR APPRECIATION, ENJOY

20% OFF ALL JEWELRY PURCHASES

PLUS, PURCHASE \$2,000 OR MORE AND RECEIVE A SWAROVSKI CHRISTMAS ORNAMENT.

HAPPY HOLIDAYS

THIS OFFER IS VALID THROUGH DECEMBER 31
SALE EXCLUDES CONSIGNMENT ITEMS.

14015 SOUTHWEST FWY • SUGAR LAND, TX 77478
281.242.2900 • LOGGINSJEWELERS.COM

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com