

## MAILER:

Mall of America

## OBJECTIVE:

Mall of America faced the challenge of attracting new customers and repeat visitors while promoting the location as an ideal visitation destination for local drive markets and weekend get-away travelers.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of active travelers with an interest in shopping in 6 key states as well as 2 major DMAs that represent heavy visitation to Mall of America. The offer was designed to promote all the shopping center has to offer in terms of retail options, entertainment, spa and other related services while presenting a chance to enter to win a stay at the local Radisson Blu, a gas card, and a \$500 retail gift card. eTargetMedia strategically selected the high performance lists of vacation and Travel Enthusiasts and Frequent Consumer Travelers while layering in selects for budget travel, family travel, hotels, adventure travel, seasonal travel offers and sweepstakes to reach a highly targeted and qualified audience of weekend travelers interested in shopping offers.

## OUTCOME:

The campaign resulted in significantly above industry average open and click-through rates as well as exceeded projected goals for registration to the contest in the promotion, while subsequently increasing brand awareness and generating leads for Mall of America's retention marketing list in the process, for an overall excellent campaign result.



**MALL OF AMERICA**

## SPIN THE WHEEL FOR A CHANCE TO WIN A VACATION.



Want to win a free trip to Mall of America®, plus a \$500 MOA® gift card?

Play Mall-O-Matic for a chance to win just that, including attraction passes for the Mall, a gas card to help get you there and a two-night stay at Radisson Blu. We know the anticipation is killing you, so step right up and spin the Mall-O-Matic wheel. If you land on the prize, you're a winner! If you don't win on your first spin, come back tomorrow or invite friends for more chances to win. Good luck!

**PLAY MALL-O-MATIC**

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