

MAILER:

Ferrari Maserati of Atlanta

OBJECTIVE:

Ferrari Maserati of Atlanta faced the challenge of introducing the new Maserati Ghibli to a highly qualified audience of affluent luxury car buyers.

SOLUTION:

eTargetMedia implemented a highly effective and targeted email marketing campaign segmenting an audience of affluent luxury auto buyers, skewing male with high income ranges as well as high net worth, in the Atlanta DMA. eTargetMedia segmented prospects from the high performance files of Luxury Auto Buyers and High Income Consumers, which included segmentation capabilities such as auto intenders, make and model, luxury product buyers, affluent lifestyle, and luxury auto interest and owners. The campaign was designed to introduce the new Ghibli with unmatched craftsmanship and performance, while allowing prospects to browse inventory and schedule a test drive at the Atlanta dealership.

OUTCOME:

The email marketing campaign achieved excellent open and click-through rates to drive increased traffic of qualified luxury and affluent auto buyers to the client site as well as increase foot traffic to the dealership and increased scheduled test drives. The dealership reported an overall positive result that exceeded expectations in regards to campaign goals due to the strength of the eTargetMedia Luxury Auto Buyers lists.



**\$10,990* OFF THE MSRP ON THE
NEW MASERATI GHIBLI**

Boasting an 8-speed automatic, twin-turbocharged V6 engine and a spacious hand-stitched leather interior, the Maserati Ghibli is the seamless blend of uncompromising sport performance, extreme luxury and renowned Italian style. And there's no better time than now to discover why Maserati Ghibli is taking everyday driving to a whole new level.

[SCHEDULE A TEST DRIVE](#)

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