

MAILER:

Schumacher Mercedes-Benz

OBJECTIVE:

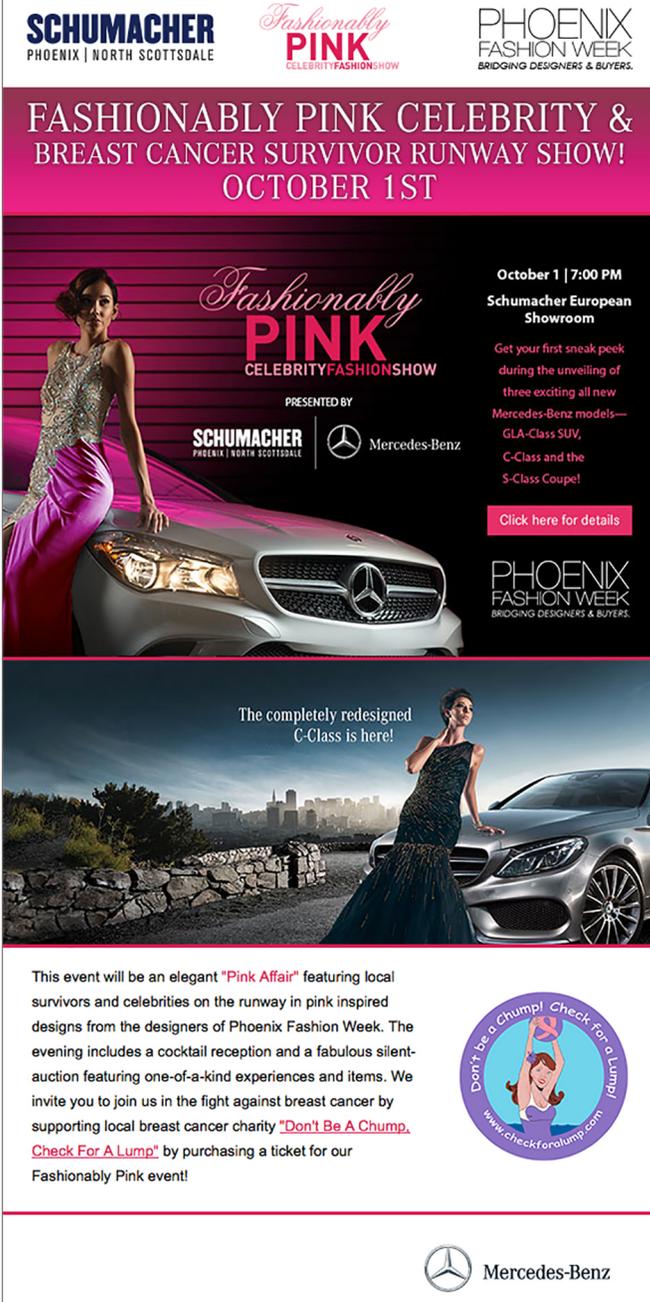
Schumacher European LTD., Mercedes-Benz faced the challenge of increasing foot traffic to the dealership to introduce the completely new and redesigned C-Class.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of affluent homeowners within high income ranges, geo-targeted within specified proximity to the dealership, who are currently in the market for a new vehicle. eTargetMedia segmented prospects from the high performance files of Luxury Auto Buyers and High Income Consumers, which include 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 featured vehicle and leasing specials, present financial terms, encourage online inventory requests, schedule a test drive online, and ultimately drive foot traffic to the dealership.

OUTCOME:

The email marketing campaigns resulted in excellent results that surpassed industry averages for acquisition based email list rental campaigns. The client reported a significant increase in online traffic as well as foot traffic to the event, which resulted in continuation list usage and led to subsequent email initiatives with eTargetMedia due to positive response rates.



SCHUMACHER
PHOENIX | NORTH SCOTTSDALE

Fashionably PINK
CELEBRITY FASHION SHOW

PHOENIX FASHION WEEK
BRIDGING DESIGNERS & BUYERS.

FASHIONABLY PINK CELEBRITY & BREAST CANCER SURVIVOR RUNWAY SHOW!
OCTOBER 1ST

Fashionably PINK
CELEBRITY FASHION SHOW

PRESENTED BY
SCHUMACHER PHOENIX | NORTH SCOTTSDALE | Mercedes-Benz

October 1 | 7:00 PM
Schumacher European Showroom

Get your first sneak peek during the unveiling of three exciting all new Mercedes-Benz models—GLA-Class SUV, C-Class and the S-Class Coupe!

[Click here for details](#)

PHOENIX FASHION WEEK
BRIDGING DESIGNERS & BUYERS.

The completely redesigned C-Class is here!

This event will be an elegant "Pink Affair" featuring local survivors and celebrities on the runway in pink inspired designs from the designers of Phoenix Fashion Week. The evening includes a cocktail reception and a fabulous silent-auction featuring one-of-a-kind experiences and items. We invite you to join us in the fight against breast cancer by supporting local breast cancer charity "[Don't Be A Chump, Check For A Lump](#)" by purchasing a ticket for our Fashionably Pink event!



 Mercedes-Benz

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