

MAILER:

Mervis Diamond

OBJECTIVE:

Mervis Diamond faced the challenge of increasing awareness of and attendance to the Red Carpet Holiday Trunk Show

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of single couples ages 25-38 with a mid to high household income in the Washington DC Metro area. The offer was designed to promote the Mervis Diamond brand while inviting prospective jewelry buyers and couples to potentially get engaged in the near future to view the Mervis Diamond pieces at the December event highlighting over 20 designer collections.

OUTCOME:

The email campaign resulted in significantly above industry average open and click through rates while generating a boost in traffic and increasing brand awareness of the Mervis Diamond Collection.



You're invited to the

MERVIS DIAMOND RED CARPET HOLIDAY TRUNK SHOW

Next Weekend: Dec. 5-7

BEST PRICING OF THE YEAR

Admire 20+ designer collections,
including Jeff Cooper, Tacori,
Verragio, and more!

DETAILS AND RSVP

MERVIS
DIAMOND IMPORTERS

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