

MAILER:

National Geographic Book

OBJECTIVE:

National Geographic Book faced the challenge of securing website orders on its Collectible Edition signed Buzz Aldrin book *No Dream Is Too High* as well as increasing membership to the National Geographic membership program.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign that segmented an audience of responsive history collectible enthusiasts who would be very likely to purchase a limited edition, collectible book that was signed by the astronaut himself. eTargetMedia strategically selected the Active Memorabilia Collectors file and targeted 1 month hotline buyers with a household income of over \$100k+ and cross selected consumers with an interest in history collectibles. The campaign was targeted nationwide and the creative was designed to promote the autographed book as a limited edition, luxurious collectible that would be treasured for generations to come. The creative also promoted the member benefits program and provided a link for membership sign up.

OUTCOME:

The email marketing campaign resulted in exceptional open and click through rates that exceeded industry averages as well as increasing sales of the book on the website. The campaign also increased membership and newsletter sign ups for an overall successful campaign.



This luxurious keepsake features a richly padded leather cover and a satin ribbon bookmark. Each limited edition book is hand-numbered and, best of all, signed by Buzz Aldrin himself.

Within the gilt-edged pages of this treasured collectible, Buzz Aldrin reflects on the wisdom, guiding principles, and irreverent anecdotes he's gathered throughout his life—both in outer space and here on Earth.

Now you can honor Buzz Aldrin's legacy with the signed deluxe Collector's Edition of *No Dream Is Too High*.

Half a century after walking on the moon, Buzz Aldrin reveals his 13 rules to live by in this beautiful limited edition. Inspire generations to come with this stunning gift—a true lifetime investment that will only become more and more special over time.

Discover Your Member Benefits

Thank you for supporting National Geographic and the belief that science, exploration, and storytelling can change the world. Join now at members.nationalgeographic.com to unlock your free member benefits, including exclusive newsletters and discounts.



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