

## MAILER:

Nationwide

## OBJECTIVE:

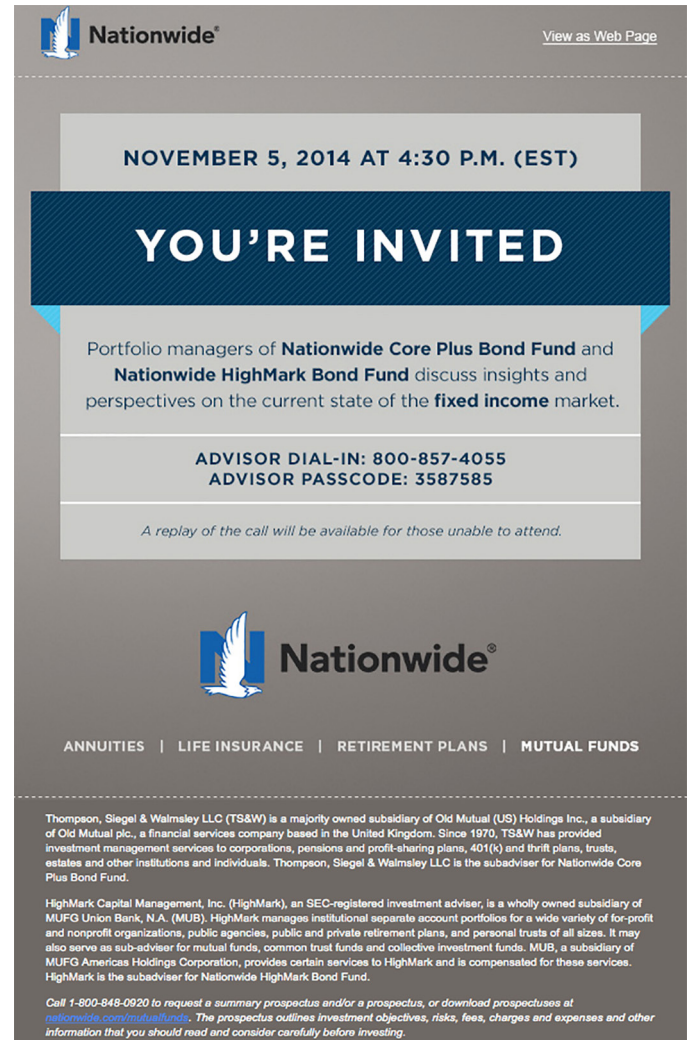
Nationwide faced the challenge of increasing registered participation in a scheduled conference call featuring portfolio managers of National Core Plus Bond Fund and National High Market Bond Fund.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of Financial Advisors to present the offer announcing the conference call and inviting them to register in advance for the event to discuss the current state of the fixed income market. eTargetMedia strategically utilized the specialty business files of Finance Professionals as well as our specialized B2B Opt In Professional Masterfile to reach an appropriate audience and promote the scheduled Nationwide call.

## OUTCOME:

The email campaign provided excellent awareness of the event among a qualified and targeted audience of financial advisors, leading to increased registered participation of the scheduled event.



**Nationwide<sup>®</sup>** View as Web Page


NOVEMBER 5, 2014 AT 4:30 P.M. (EST)

## YOU'RE INVITED

Portfolio managers of **Nationwide Core Plus Bond Fund** and **Nationwide HighMark Bond Fund** discuss insights and perspectives on the current state of the **fixed income** market.

**ADVISOR DIAL-IN: 800-857-4055**  
**ADVISOR PASSCODE: 3587585**

*A replay of the call will be available for those unable to attend.*

 **Nationwide<sup>®</sup>**

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Call 1-800-848-0920 to request a summary prospectus and/or a prospectus, or download prospectuses at [nationwide.com/mutualfunds](http://nationwide.com/mutualfunds). The prospectus outlines investment objectives, risks, fees, charges and expenses and other information that you should read and consider carefully before investing.

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