

MAILER:

Tom's of Maine

OBJECTIVE:

Tom's of Maine faced the challenge of increasing sales and market share of their personal care products.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting a niche audience of natural product buyers from our highly targeted files of Organic Lifestyle and Natural Product Buyers, American Eco-Living Households and Environmentally Friendly Consumers. The offer featured a new line of antiperspirant, along with a moisturizing soap and whitening toothpaste, all of which embody the natural quality products the brand stands for. The offer also presented a redemption code for online or in-store purchase of Tom's of Maine products.

OUTCOME:

The email marketing campaign resulted in excellent open and click through rates that far exceeded industry averages for comparable email marketing initiatives. The mailer saw a significant increase in coupon redemption during the promotional period as well as increased traffic to the client site. The mailer subsequently returned for multiple campaigns and continuation list usage from our various natural product files.



Oral Care | Body Care | Combo Packs | Clearance

Save 20% now

Save 20% Now
Natural personal care products you can trust

BUY NOW Use code SAVE20 at checkout
[Shop our store](#)

Tom's of Maine – over 40 years of human, healthy and environmental goodness

Kudos to you for caring about what goes into and onto your body.

What makes a product good? At Tom's, it includes **how we make it.**

- No animal testing or animal ingredients.
- We share every ingredient, its purpose, and its source at www.tomsofmaine.com.
- Sustainable practices are a priority in every aspect of our business.
- No artificial colors, flavors, fragrance, or preservatives.
- We strive to maximize recycled content and recyclability of our packaging.
- 5% (12 days) of employee time to volunteering. 10% of profits to human and environmental goodness.

Save 20%
ON YOUR ENTIRE PURCHASE. USE CODE SAVE20

NEW
NATURALLY DRY ANTIPERSPIRANT

Clinically proven
100% natural fragrance
No artificial preservatives

"I liked Tom's of Maine natural antiperspirant better than the brand I have been using lately. I like Tom's of Maine because I trust the brand and because I trust the ingredients."
— Jennifer C., Texas

Find out what eTargetMedia can do for your business.
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