

MAILER:

Nebraska Furniture Mart

OBJECTIVE:

Nebraska Furniture Mart faced the challenge of increasing awareness of a new Texas store location opening.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of active furniture buyers ages 25-65 with a HHI \$55K+ as well as veterans, military and civil service employees in a 75 mile radius around the newly planned Plano, TX retail location. The offer was designed to announce a spring 2015 opening, introduce new customers to the brand, and present opportunities to browse products, view featured sale merchandise and apply for a Nebraska Furniture Mart credit card. eTargetMedia strategically selected the high performance lists of Home Décor Enthusiasts to reach in-market furniture buyers and Hometown Heroes to reach civil service employees as well as military and veterans.

OUTCOME:

The email campaign resulted in excellent campaign performance to increase awareness of the new store opening, drive targeted traffic to the client site, increase visitation to the featured location and lead to an overall increase in sales. The brand reported outstanding results leading to repeat campaigns due to strong performance.



The screenshot shows the Nebraska Furniture Mart website for the Texas location. At the top, there is a navigation menu with categories: Furniture, Electronics, Appliances, Flooring, Mattresses, and Clearance. A prominent banner features the text "Opening Spring 2015" and "NOT JUST BIG, TEXAS BIG" with an image of the store's exterior. Below this, a map shows the store's location in The Colony, Texas, along Highway 121 between Plano Parkway and Spring Creek Parkway. The website highlights several key features: "Huge Selection" of furniture, flooring, appliances, and electronics; "Amazing Prices" with a comparison to competitors; a call to action to "Be the first to know and the first to go!" with a sign-up for email; "Easy & Convenient" online ordering with drive-thru pickup; and an application for "Nebraska Furniture Mart Credit". The footer includes social media icons for Facebook, Twitter, Pinterest, YouTube, Instagram, and LinkedIn, along with the text "Get Connected With Us".

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com

>Targeted, Effective Results!
Targeted, Effective Results!

