

## MAILER:

Perry Ellis

## OBJECTIVE:

Perry Ellis faced the challenge of increasing brand recognition of its Cubavera brand in select target markets while simultaneously striving to grow the retention mailing list among key demographics.

## SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign segmenting an audience of Hispanic Apparel Buyers across eight primary metro areas with high propensity to fashion and men's apparel styles, specifically reaching Hispanic customers. The campaign was designed to introduce the brand, provide a history of the launch of Cubavera, offer a 20% discount for joining the mailing list and provide the opportunity to shop online for featured products. eTargetMedia strategically selected and cross referenced the high performance list of American Fashion and Design Shoppers with the US Hispanics file to segment a highly responsive audience of Hispanic fashion buyers to comprise an ideal audience for Cubavera apparel.

## OUTCOME:

The email marketing campaign resulted in significantly above industry average open and click-through rates while providing excellent branding and exposure. The campaign increased registrations to the brand's retention mailing list, increased traffic to the client's site and ultimately produced a lift in sales during the promotional period. The overall initiative was highly successful, leading to subsequent continuation list usage.



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