

MAILER:

Sloane's Carpet

OBJECTIVE:

Sloane's Carpet faced the challenge of increasing sales during the brand's weekend sales events in the Denver location.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of active furnishings and home improvement prospects age 35-64 who are homeowners with HHI of \$75,000 or more in the Denver DMA. The offer was designed to position the brand as the premier flooring retailer in the metro area while announcing the weekend sale to attract foot traffic and promote the quality products with professional installation. eTargetMedia selected the high performance lists of Active Home Improvement Subscribers as well as Home Décor Enthusiasts to assure a strong fit of active home product, furnishing and flooring products.

OUTCOME:

The email marketing campaign resulted in a solid increase in traffic to the client site as well as increased foot traffic to the Denver store location leading to a boost in weekend sales per the eTargetMedia promotion for an overall highly successful initiative.



@ Sloane's Carpet Secret
PREMIUM BRAND CARPET IRREGULARS

Denver's Top Rated Carpet Retailer
SAVE UP TO 60%



AMAZING SAVINGS ON TOP QUALITY CARPET

When it comes to your home, your family deserves the best. Now there's no reason to settle. Sloane's Carpet Secret spares every expense so you can enjoy premium quality for less.

Weekends Only – Saturday and Sunday
10:00 a.m. to 4:00 p.m.

VISIT SLOANE'S CARPET SECRET THIS WEEKEND!

- Premium Grade A Irregulars
- Professional Installation Available
- Outstanding Customer Reviews
- Weekday appointments welcome

 [Read Our Reviews](#)
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303.300.9555
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