

MAILER:

Sun Life Financial

OBJECTIVE:

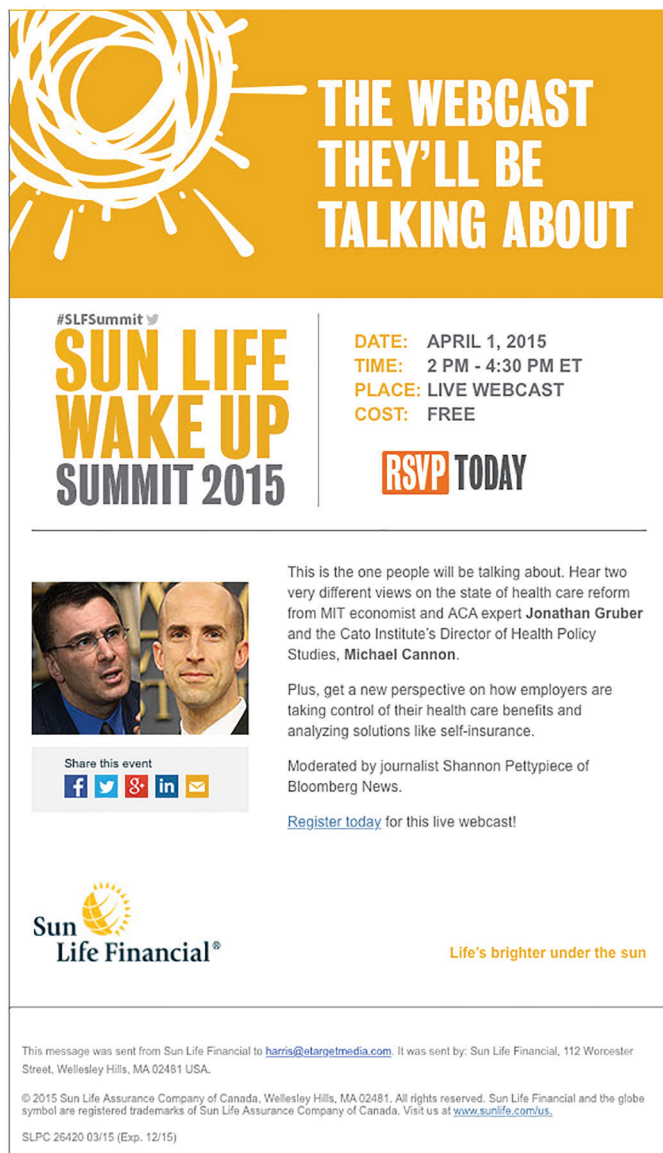
Sun Life Financial faced the challenge of generating awareness and RSVPs to it's Sun Life Wake Up Summit live webcast.

SOLUTION:

eTargetMedia implemented a highly targeted email marketing campaign that segmented an audience of B2B executives including insurance brokers, human resources directors and CFOs that would be interested in a summit on healthcare reform and benefits. The offer featured information on Sun Life Financial's Wake Up Summit, including information on the speakers and how to RSVP for the free live webcast. eTargetMedia strategically selected our B2B Executives file and targeted the business executives who are influential in their company's healthcare benefits decisions.

OUTCOME:

The email marketing campaign resulted in outstanding open and click through rates that greatly exceeded the industry average for investment and financial offers, increased awareness about the live webcast and increased traffic to the website.



THE WEBCAST THEY'LL BE TALKING ABOUT

#SLFSummit
SUN LIFE WAKE UP SUMMIT 2015

DATE: APRIL 1, 2015
TIME: 2 PM - 4:30 PM ET
PLACE: LIVE WEBCAST
COST: FREE


RSVP TODAY

This is the one people will be talking about. Hear two very different views on the state of health care reform from MIT economist and ACA expert **Jonathan Gruber** and the Cato Institute's Director of Health Policy Studies, **Michael Cannon**.

Plus, get a new perspective on how employers are taking control of their health care benefits and analyzing solutions like self-insurance.

Moderated by journalist Shannon Pettypiece of Bloomberg News.

[Register today](#) for this live webcast!

 **Life's brighter under the sun**

This message was sent from Sun Life Financial to harris@etargetmedia.com. It was sent by: Sun Life Financial, 112 Worcester Street, Wellesley Hills, MA 02481 USA.

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