

## MAILER:

Supercuts

## OBJECTIVE:

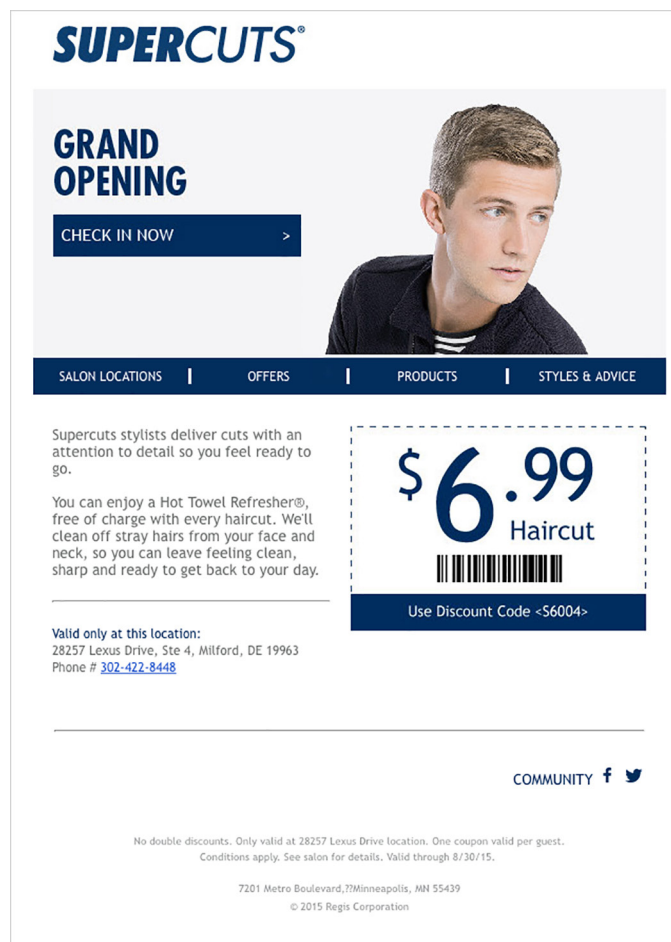
Supercuts faced the challenge of increasing awareness of the new Milford, DE location while offering a \$6.99 haircut coupon.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of men ages 25-54 in a 5 mile radius of the new store location. The offer was designed to distribute the grand opening coupon for increased foot traffic, acquiring new customers, and increasing coupon redemption for the limited time offer. eTargetMedia strategically selected high performance data of lists containing in-market prospects with an interest in health and grooming products and services in the local market.

## OUTCOME:

The eTargetMedia email marketing campaign resulted in excellent results that averaged well above industry benchmarks for email to acquisition lists while increasing traffic to the client site and increasing coupon redemption for the grand opening promotion.



Find out what eTargetMedia can do for your business.  
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