

MAILER:

Lexmark

OBJECTIVE:

Lexmark was offering a special price on a printer for SOHO businesses.

SOLUTION:

eTargetMedia implemented a highly effective, targeted email marketing campaign segmenting Business Owners at small businesses with less than 9 employees. The geographic target was U.S., Nationwide.

OUTCOME:

The email marketing campaign resulted in an increase in site traffic during the email promotion which generated an increase in sales and revenue.



LEXMARK *Outsmart evil ink.*

The printer with the world's lowest black ink cost*.

NOW AVAILABLE AT A HIGHLY DISCOUNTED PRICE.

Print 510 pages from one \$4.99 ink cartridge.

Inflated ink prices can quickly deflate your budget. But with the new Lexmark Pinnacle Pro 901 printer, you can outsmart evil ink—and enjoy the world's lowest black ink cost*. Even better, if you purchase the Pinnacle Pro 901 at Best Buy before December 19, 2010, you'll save \$100 and get free shipping.

With the Pinnacle Pro 901, you get a top-of-the line, feature-rich printer packed with new innovations, including:

- **Wireless-N printing** so you can print where you want, not where the cord is.
- **An intuitive touch screen** that lets you create customized apps for your printer.
- **The best warranty in the business:** 5 years plus lifetime priority phone support**

But remember, our special Best Buy pricing ends soon! You must **act now to save big on this innovative printer**—so you can save money on ink for years to come.

BEST BUY
SAVE \$100 now at Best Buy
PLUS FREE SHIPPING!

"A true workhorse and a money-saving miser!"
Best Buy customer review

BUY NOW

[See reviews](#)

*Based on 105XL black ink cartridge's \$4.99 MSRP in US dollars and an average yield of 510 standard pages, estimated in accordance with ISO/IEC 24711. Actual yields vary based on images printed and other factors. Actual cost in the U.S. and other countries may vary. Lowest black ink cost claim based on comparison with MSRP's for original black ink cartridges for other inkjet all-in-ones as of June 2010. Available only on Platinum, Prestige and Pinnacle models.

**Receive 1 year limited warranty plus 4 years extended limited warranty by registering within 90 days. See statement of Limited Warranty for details.

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