

MAILER:

The Body Shop

OBJECTIVE:

The Body Shop faced the challenge of increasing sales during the Black Friday promotional period.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of women age 18+ with mid to upper range income levels in a 10 mile radius of target store locations participating in the promotion. The offer was designed to promote a special Black Friday Tote filled with best-selling Body Shop products for \$30 with any \$30 purchase, providing the ideal opportunity for beauty-minded shoppers to select a gift for family, friends or themselves on Black Friday. eTargetMedia selected a carefully segmented audience from the targeted lists of Cosmetic and Fragrance Buyers as well as Active Holiday Online Shoppers while implementing the demographic and purchase preference qualifiers to reach an ideal customer base of The Body Shop product buyers.

OUTCOME:

The email campaign resulted in a significant boost in sales during the Black Friday Tote promotion while increasing traffic, site engagement, driving foot traffic to target locations, and exceeding campaign goals in terms of both branding and conversions for an overall successful initiative.

THE BODY SHOP.

WHAT'S NEW BATH & BODY SKIN CARE GIFTS MAKEUP FIND A STORE

A VERY SPECIAL INVITE

BLACK FRIDAY AT THE BODY SHOP

STARTS NOW!



ONLY \$30
WITH ANY \$30 PURCHASE*

Our famous Black Friday Tote is back - bigger and better than ever! Fully packed with 9 timeless customer favorites bursting with the finest natural ingredients, this tote is yours NOW!

[Find A Store ▶](#) [Shop Now ▶](#)

*2014 Limited Edition. While supplies last.

9 CUSTOMER FAVORITES



Shea Body Butter
 Shea Shower Cream
 Honeymania Bath Melt
 Honeymania Soap
 Satsuma Body Polish
 Satsuma Body Sorbet
 Hemp Hand Protector
 Vitamin E Moisture Cream
 Cream Bath Lily
 Plus, the flattering tote!

PLUS! MIX & MATCH

3 FOR \$33 4 FOR \$44 5 FOR \$55*

*Exclusions Apply

[SHOP BEST SELLERS ▶](#)

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