

MAILER:

Things Remembered

OBJECTIVE:

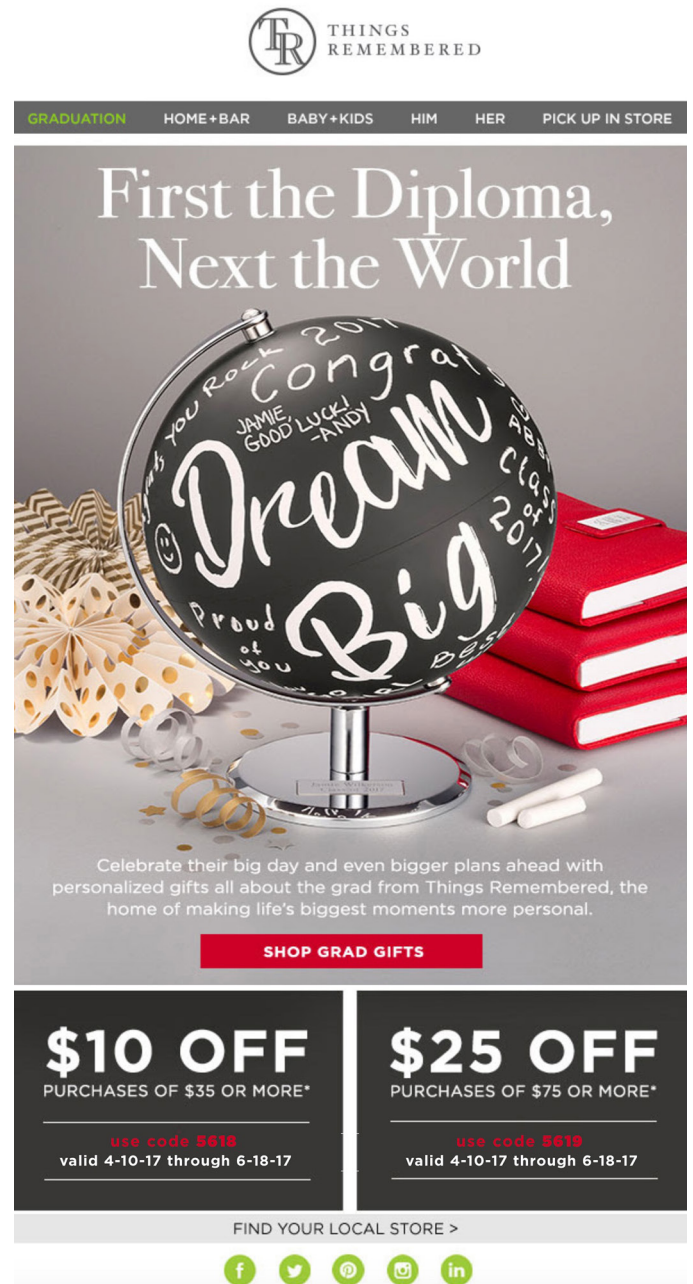
Things Remembered faced the challenge of increasing online sales of personalized gifts for high school and college graduates.

SOLUTION:

eTargetMedia implemented a strategically targeted email marketing campaign segmenting parents of high school seniors and college seniors who would be graduating in the near future. eTargetMedia chose the US Student Resources file and skewed parents of future graduates and college bound students. The offer was designed to drive online sales and promote Things Remembered personalized graduation gifts as a way of making life's biggest moments more personal. Things Remembered offered an exclusive online coupon with a limited promotional period to motivate parents to purchase a special gift for their graduate before graduation day. The campaign was geo-targeted to U.S. Nationwide parents with students graduating in the near future, giving the campaign an excellent reach and great opportunity to reach targeted parents across the country.

OUTCOME:

The email campaign was very successful for Things Remembered and helped to increase online sales of personalized graduation gifts with a high coupon redemption rate. The campaign received a very high open rate and excellent click through rate making it a highly successful campaign.



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