

TRANSPORTATION CASE STUDY

MAILER:

Transportation Security Administration (TSA)

OBJECTIVE:

TSA faced the challenge of continually recruiting new employees for airport based opportunities.

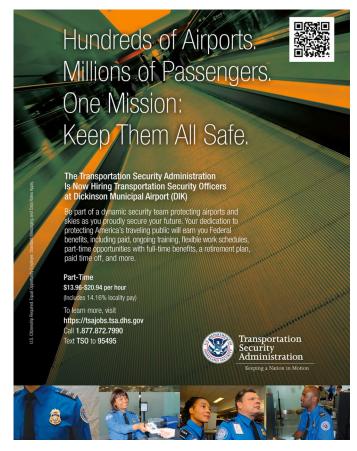
SOLUTION:

eTargetMedia implemented a series of highly effective targeted email marketing campaigns segmenting an audience of current active job seekers, typically females ages 18-60 within a 30 to 50 mile radius of target airports with open opportunities. The campaigns were designed to position TSA opportunities as highly honorable careers in transportation safety with attractive federal benefits, job security and competitive starting wages.

eTargetMedia carefully selected prospects from the high performance file of Active Job Seekers which is comprised of online users who are actively seeking employment and are currently either unemployed, seeking career advancement within their industry, or are looking for a career change.

OUTCOME:

The email marketing campaigns resulted in significantly above industry average open and click-through rates. The mailer reported an increase in traffic to the client site, increased leads and increased conversions, leading to over 50 subsequent campaigns with eTargetMedia.



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