

MAILER:

Trump International Hotel Las Vegas

OBJECTIVE:

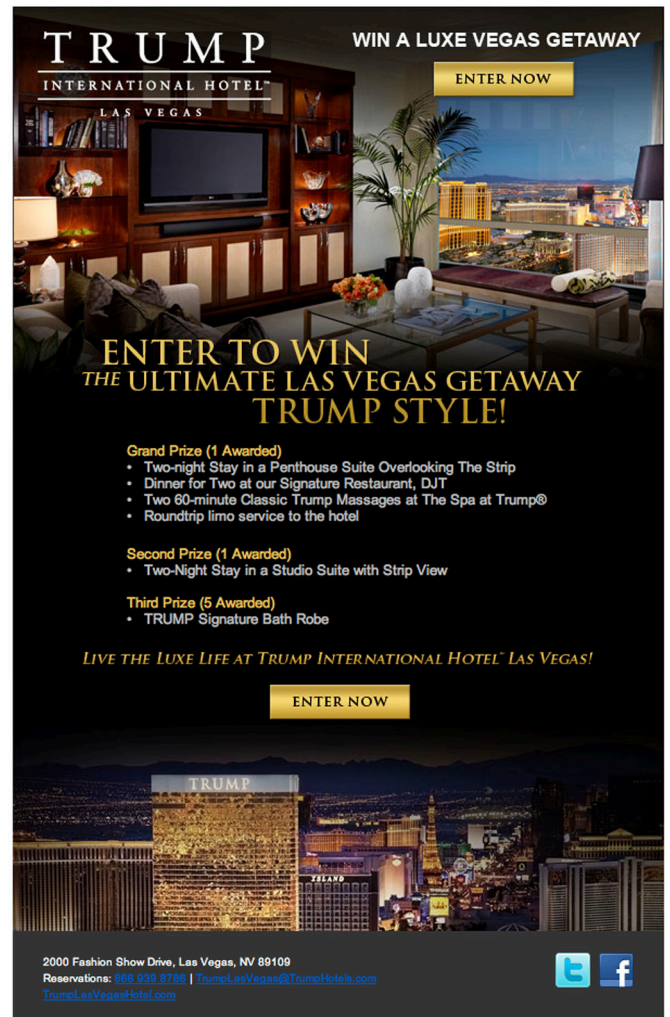
Trump International Hotel Las Vegas faced the challenge of increasing new registration and incremental site traffic, acquiring new leads, and encouraging sign ups to an online drawing for a vacation package at the resort.

SOLUTION:

eTargetMedia implemented a strategic email marketing initiative to position the resort as a leading choice among Las Vegas hotels and casinos while offering the opportunity to participate in the vacation drawing. Two specialty travel files were selected for the initiative including the Frequent Consumer Travelers File, comprised of families and individuals who travel for a variety of leisure purposes, as well as the Avid Casino Enthusiasts File, comprised of prospects who enjoy gaming and casino vacations. We added additional segmentation of age 20 to 50 and HHI of \$75K+, layered with the travel and casino selects, across major US metro areas, with strategic list optimization between the two files for increased response rates.

OUTCOME:

The email marketing initiative resulted in excellent open and click through rates. The client reported significant traffic, registration and participation in the contest highlighted in the offer. Due to the strong response and conversion rates, the client returned for subsequent eTargetMedia email campaigns.



TRUMP
INTERNATIONAL HOTEL[®]
LAS VEGAS

WIN A LUXE VEGAS GETAWAY

ENTER NOW

ENTER TO WIN
THE ULTIMATE LAS VEGAS GETAWAY
TRUMP STYLE!

Grand Prize (1 Awarded)

- Two-night Stay in a Penthouse Suite Overlooking The Strip
- Dinner for Two at our Signature Restaurant, DJT
- Two 60-minute Classic Trump Massages at The Spa at Trump®
- Roundtrip limo service to the hotel

Second Prize (1 Awarded)

- Two-Night Stay in a Studio Suite with Strip View



Third Prize (5 Awarded)

- TRUMP Signature Bath Robe

LIVE THE LUXE LIFE AT TRUMP INTERNATIONAL HOTEL[®] LAS VEGAS!

ENTER NOW

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