

## MAILER:

VSP Direct

## OBJECTIVE:

VSP Direct faced the challenge of increasing brand recognition while educating audiences on the various vision plans available.

## SOLUTION:

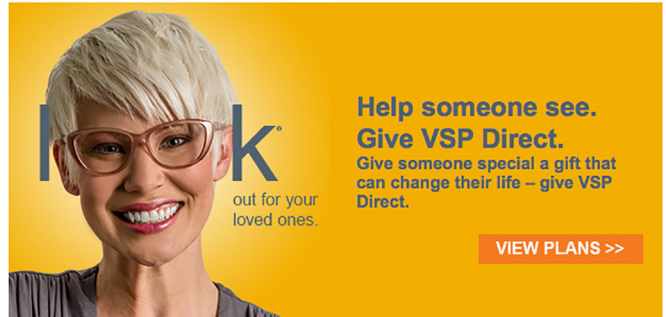
eTargetMedia implemented a highly targeted and effective email marketing campaign to reach a prospective audience of individuals who wear glasses and are interested in insurance related products pertaining to vision care in the target age and income brackets of 10 key states that historically drive sales. The offer was designed to introduce recipients to the brand, present various plans as well as the savings associated with each, increase site engagement by presenting available plans based on location, and encourage registration to request a quote. eTargetMedia strategically selected the lists of Insurance Information Seekers cross-referenced with the list of American Eyeglass Buyers to present the offer in front of a highly responsive audience of vision care prospects.

## OUTCOME:

The email marketing campaign had tremendous results in terms of open and click-through rates that exceeded the client's expectations as well as exceeded industry averages for campaigns in this sector. The campaign resulted in an increase in traffic, registrations, and sales during the promotional period and led to repeat list usage with subsequent campaigns by VSP Direct as a result of the success on the initial campaign.

Give them VSP Direct.

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Help your loved one see the world more clearly by giving them a unique gift.



### AFFORDABLE PLANS

Vision insurance plans are available nationwide and cover eye exams, glasses, contacts, and much more.

Your gift ensures your friends and family have access to the services and products needed to care for their eyes.



### LARGEST DOCTOR NETWORK

We have more than 30,000 network doctors, which means your loved one will always find a VSP doctor nearby.

And if they're not 100% happy with their eye care experience, we'll make it right.



### GREAT SELECTION

VSP doctors carry the largest choice in eyewear, so your loved one is guaranteed to find glasses or contacts that fit their lifestyle.

Choose from great brands like bebe, ck Calvin Klein, Michael Kors, Nike, and more.

**Gift the gift of sight. Enroll them in VSP Direct today.**  
Visit [givevspdirect.com](http://givevspdirect.com) or call 855.958.4746

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