

## MAILER:

Visit Denver

## OBJECTIVE:

Visit Denver faced the challenge of increasing website traffic and promoting Denver as a top destination for music, culture, cuisine and family fun.

## SOLUTION:

eTargetMedia planned a strategic email marketing campaign targeting two demographic groups who are both highly active and enjoy taking overnight leisure trips. The singles and couples demographic group targeted individuals and couples between the ages of 25-54 who are college educated and highly active with a household income of \$50k+ for singles and \$75k+ for couples. This adventurous group would be very likely to enjoy traveling to Denver for its broad range of activities, arts/culture, dining, shopping, and nightlife. The Families demographic group targeted mothers between the ages of 25-54 with a household income of \$100k+ who travel domestically with kids under the age of 18. These mothers are often the travel decision makers and look for destinations with activities that the entire family will enjoy. The campaign was geo-targeted to Dallas, Chicago, Houston, Minneapolis, Austin and Portland as travelers in these cities have a history of traveling to Denver for their summer trips. The creative was designed to promote all of Denver's summer activities including music, entertainment, food, and outdoor family recreation.

## OUTCOME:

The campaign generated excellent results including high open and click through rates. The client deployed multiple follow up campaigns as a direct result of the success of the initial campaign.



### MUSIC & CULTURE

Red Rocks Amphitheatre draws music fans from around the world to experience this natural wonder. Take a seat under the stars this summer with more than [130 concerts](#) to choose from. See blockbuster exhibitions at [Denver Botanic Gardens](#), Denver Art Museum and Denver Zoo.

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### FOOD & DRINK

The Mile High City is garnering national attention as a [foodie haven](#). Find the best locally sourced cuisine and [craft brews](#), along with unique shops and wine bars in Larimer Square, Denver Union Station and the city's diverse neighborhoods. In July, Denver is welcoming [Slow Food Nations](#), a three-day festival that aims to create a world of good, clean and fair food for all.

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