

MAILER:

The Wall Street Journal

OBJECTIVE:

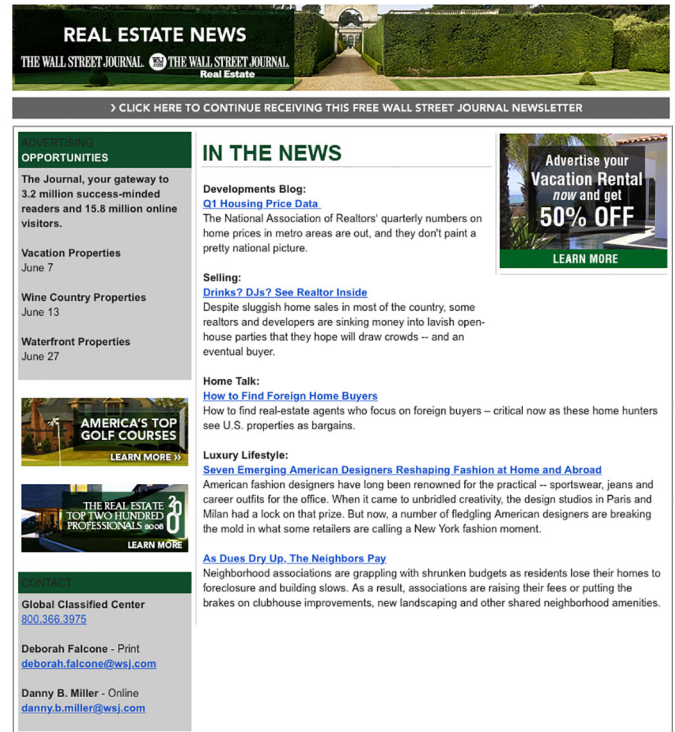
The Wall Street Journal faced the challenge of generating new subscriptions to its Real Estate Newsletter.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of high net worth and active real estate investors with an interest in further expanding their real estate holdings. The offer was designed to provide sample headlines of real estate news in the Wall Street Journal in order to generate interest in ongoing subscriptions with the goal of generating interest in featured properties leading to increased sales with the increased reach to new subscribers. eTargetMedia strategically selected the high performance list of Active Real Estate Investors, while layering in the target customer profile in regards to demographics as well as wealth qualifiers, to engage active investors and drive subscriptions of Wall Street Journal Real Estate Newsletter.

OUTCOME:

The eTargetMedia campaign resulted in excellent brand awareness as well as increased visibility, increased traffic, increased site engagement, and most importantly, a tremendous spike in new subscriptions that greatly exceeded client expectations for the overall initiative, leading to subsequent campaigns due to the strong subscription rates.



REAL ESTATE NEWS
THE WALL STREET JOURNAL. THE WALL STREET JOURNAL
Real Estate

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Vacation Properties
June 7

Wine Country Properties
June 13

Waterfront Properties
June 27

IN THE NEWS

Developments Blog:
[Q1 Housing Price Data](#)
The National Association of Realtors' quarterly numbers on home prices in metro areas are out, and they don't paint a pretty national picture.

Selling:
[Drinks? DJs? See Realtor Inside](#)
Despite sluggish home sales in most of the country, some realtors and developers are sinking money into lavish open-house parties that they hope will draw crowds -- and an eventual buyer.

Home Talk:
[How to Find Foreign Home Buyers](#)
How to find real-estate agents who focus on foreign buyers -- critical now as these home hunters see U.S. properties as bargains.

Luxury Lifestyle:
[Seven Emerging American Designers Reshaping Fashion at Home and Abroad](#)
American fashion designers have long been renowned for the practical -- sportswear, jeans and career outfits for the office. When it came to unbridled creativity, the design studios in Paris and Milan had a lock on that prize. But now, a number of fledgling American designers are breaking the mold in what some retailers are calling a New York fashion moment.

[As Dues Dry Up, The Neighbors Pay](#)
Neighborhood associations are grappling with shrunken budgets as residents lose their homes to foreclosure and building slows. As a result, associations are raising their fees or putting the brakes on clubhouse improvements, new landscaping and other shared neighborhood amenities.

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