

MAILER:

i wireless

OBJECTIVE:


i wireless faced the challenge of attracting and retaining new subscribers among increased competition in the wireless market place.

SOLUTION:


eTargetMedia implemented a highly effective, targeted email marketing campaign segmenting an audience of individuals in mid to upper mid income ranges in specified market zip codes. The offer promoted the bundled value saving for making the switch to i wireless with highly competitive pricing for new smart phones offered along with a variety of service plans.

OUTCOME:

The email marketing initiative resulted in well above industry average open and click through rates. The campaign increased traffic to the client site, boosted brand awareness and heightened interest in the new smart phones promoted, as well as the i wireless switch and save promotion. Subsequently, the client has returned for continuation usage for well over 6 months due to the effectiveness of the campaigns.







WHY PAY MORE.



•Mobile• AFFILIATE*

SWITCH AND SAVE
Get a \$100 Bonus + FREE Activation*

<p style="text-align: center;">BlackBerry® Bold™ 9700</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p style="font-size: 2em; color: green;">\$99^{95*}</p> <p>(After \$50 mail-in rebate)</p> <ul style="list-style-type: none"> » 3G Capable » Optical Trackpad » Full QWERTY Keyboard » Built-in GPS » Wi-Fi® Enabled » Multimedia Player </div> </div>	<p style="text-align: center;">HTC Hero</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p style="font-size: 2em; color: green;">\$99^{95*}</p> <p>(After \$50 mail-in rebate)</p> <ul style="list-style-type: none"> » Android™ OS 2.1 » Touch Screen » Trackball » Built-in GPS » Wi-Fi® Enabled » Multimedia Player </div> </div>
<p style="text-align: center;">Motorola Milestone™</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p style="font-size: 2em; color: green;">\$149^{95*}</p> <p>(After \$50 mail-in rebate)</p> <ul style="list-style-type: none"> » Android™ OS 2.1 » Touch Screen » Slide-out Keyboard » Built-in A-GPS » Wi-Fi® Enabled » Multimedia Player </div> </div>	<p style="text-align: center;">Nexus One™ by Google™</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p style="font-size: 2em; color: green;">\$299^{95*}</p> <p>(After \$50 mail-in rebate)</p> <ul style="list-style-type: none"> » 3G Capable » Android™ OS 2.1 » Touch Screen » Built-in A-GPS » Wi-Fi® Enabled » Multimedia Player </div> </div>

Smartphones, Smart Prices for Smart Dads & Grads!

Why Pay 50% More?

i Simplify & Save with our new UNLIMITED nationwide plans compared to AT&T and Verizon. [» Learn More](#)

Switch & Save

Get a \$50 credit for each family line (up to 5 lines), when switching to i wireless. That's a \$250 savings! Plus, no need to worry about setup fees...activation is free! [» Learn More](#)

30-day Risk-Free Guarantee

i wireless provides the nation's best coverage on the largest high speed voice and data network making e-mailing, downloading, game playing, and surfing the web fast and easy. With our 30-day risk-free guarantee, if you are not 100% satisfied with your i wireless experience, simply return your purchase within 30 days and get your money back. [» Learn More](#)

Nationwide Family Plans

\$49^{99*}

from

Add a line for \$10*

FREE ACTIVATION

on lines 3, 4, 5*

\$50 FAMILY BONUS*

(up to 5 lines)

That's a \$250 savings!

Follow Us Online

[f Facebook](#)

[t Twitter](#)

* New activations only. Phone and plan pricing requires two-year agreement. Phones subject to availability. Family plans receive a \$50 bonus credit per line, up to five lines. Individual plans receive a \$100 bonus credit. Free activation is available for all lines who port their number from another wireless carrier and sign a two-year agreement on rate plans \$39 and higher. Android and BlackBerry Smartphones require adding data plan. 3G coverage is available in select markets. Android is a trademark of Google Inc. Use of this trademark is subject to Google Permissions. Taxes, fees, and other conditions apply. Offer ends soon. See store for details and 30 Day Guarantee guidelines. © 2010 i wireless.

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com

>Targeted, Effective Results!

