

AMPLIFIED | EMAIL MARKETING

Let Amplified deliver your message straight to your customer's email inbox
(Case studies)



amplifiedlocal.com

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Case Studies by Vertical

- Arts & Entertainment
- Auto
- Education
- Financial
- Grocery
- Health
- Home Builder
- Home Improvement
- Insurance
- Music
- Retail
- Restaurant
- Travel
- To request a successful case study in a specific category contact elitegroup@bmielite.com



Targeted Email Marketing



Arts & Entertainment

FALL IN LOVE THIS SPRING

SAVE 25%
USE COUPON CODE
CHRON

SMUIN
BALLET
PRESENTS
MICHAEL SMUIN'S *ROMEO & JULIET - PAS DE DEUX*
HELEN PICKETT'S *PETAL* AND MORE!

SMUIN'S *ROMEO AND JULIET* is
"LUMINOUS!"
- *New York Times*

PICKETT'S *PETAL* is
"HEART-STOPPING!"
- *Huffington Post*

HOUGLAND'S *WORK* is
"DELICIOUSLY
SEDUCTIVE."
- *SF Chronicle*

MAY 8 - 17
YERBA BUENA CENTER
SAN FRANCISCO
415.912.1899

UNLACED
DANCE SERIES

SEE MORE

OBJECTIVE:

Increase Awareness of Dance Series and Boost Ticket sales

SUBJECT LINE:

Love is in the air with [Advertiser] Ballet
- save 25%

TARGETING:

Adults 25-49
Interest in Arts & Entertainment

GEO:

Metro area in California

EMAIL COUNT:

50,000

RESULTS:

11.7% Open Rate
1.9% Click Through




Targeted Email Marketing



Auto

- **Advertiser:** Rice Lake Harley-Davidson
- **Marketing Objective:** Drive Site Traffic and Drive foot traffic to their store
- **Campaign Details:**
 - Sent targeted email with the following parameters:
 - **Motorcycle Owners**
 - **Outdoor enthusiasts**
 - **Income of \$70K+**
 - **Credit Score = 600+**
 - **100 mile radius around store location in Rice Lake, WI**
 - Ran an online impression campaign through Chippewa.com to reach the local audience and promote the event
- **Subject Line:** Harley Davidson Promotions
- **Total investment:** \$1,500
- **Results:** 13.93% Open Rate & 1.71% Click Rate
- **Commentary:**
 - Single Email creative.
 - 100% RON on Chippewa.com
 - 100 Mile Radius around location
 - Exemplary Results



OPEN HOUSE



**AUGUST 29TH
10AM-3PM**

IT'S A GREAT TIME TO TEST
DRIVE AND SEE THE NEW
2016 MOTORCYCLES
(upon availability)

FREE Grilled Corn on the Cob!

**20% OFF ALL
in-stock Helmets & Riding Boots
& Dunlop Tires**
(August 29th Only!)

2801 South Wisconsin Ave., Rice Lake • 715-234-5400
www.ricelakehd.com • kris.sales@ricelakehd.com
f - Rice Lake Harley-Davidson



**OPPORTUNITY KNOCKS
THIS ONE ROARS.**

NOW - AUGUST 31
Ride out on a brand new Harley-Davidson® motorcycle
with rates as low as 0.99% APR & \$0 DOWN!
OR terms as long as 72 months & \$ DOWN!
Available on select models.

OFFER DETAILS ▶



Targeted Email Marketing

 **AMPLIFIED**

Auto

- **Marketing Objective:** Increase traffic to website and drive entries for gift card prize
- **Campaign Details:**
 - Sent targeted email:
 - to all Motorcycle Owners
 - 25-mile radius around Sauk City, WI
 - Ran online impressions through an Audience Group Buy:
 - Keyword Search Retargeting
 - Mobile Hyperlocal
 - Pre-Roll
 - Behavioral Targeting to Motorcycle Enthusiasts/Owners
 - Site Retargeting
- **Subject Line:** Ride Hard, Get a Card \$\$!
- **Total investment:** \$25,000 (\$1,000 for Ad Mail campaign)
- **Results:** 12.61% Open Rate & 1.76% Click Rate
- **Commentary:**
 - Sauk Prairie Harley Davidson wanted to complement their sizable existing customer email database blasts with targeted ad mail to extend their reach and go after the local competition.
 - They pulled from their direct mail budget for this first trial run, and were very pleased with the results and plan to do more event specific blasts in the future.
 - Campaign ran in concert with \$2,500 Gift Card giveaway that was promoted through Audience Group Buy on desktop and mobile
 - Marketing Director Dee Dee Sorg has sent several referrals our way, promotes us at the local Chamber meetings, and is solely responsible for my teaching and speaking opportunities at Madison College and other locations.
 - SPHD recently re-signed their annual contract for their Sauk City location, and plan to add the Dubuque, Iowa, dealership in the second quarter!



Targeted Email Marketing

Having trouble reading this email? [Click here to view in your browser](#)

SAUK PRAIRIE HARLEY-DAVIDSON, INC.

RIDE HARD, GET A CARD!

ALL FEBRUARY
RECEIVE
UP TO A
\$2500 GIFT CARD

BECAUSE YOU DESERVE IT

WITH THE PURCHASE OF SELECT PRE-OWNED HARLEY-DAVIDSONS

FEATURED NOW



<h3>LED WORKSHOP</h3> <p>See what you've been missing. You will LOVE these LED lights if you ride at night. The Turbo and Astral!</p> <p>SUNDAY FEBRUARY 15 @ NOON</p>	<h3>RIDING ACADEMY</h3> <p>More than just a riding or safety course. Our certified instructors teach you the proper methods of riding a Harley.</p> <p>SPRING SCHEDULE AVAILABLE NOW</p>
<h3>STREET SPECIALS</h3> <p>RIDE IT A 4-cylinder 600 cc Street The NEW HARLEY-DAVIDSON STREET ONLY 4.9K HARLEYCYCLES REMAIN IN STOCK!</p> <p>For a limited time you can finance a new Harley-Davidson Street® 750 or 500 Motorcycle for as little as \$4 a day.</p> <p>APPLY NOW</p>	<h3>HEATED GEAR WORKSHOP</h3> <p>Learn about the latest riding gear innovations engineered to extend your riding season by keeping you warm on or off your bike.</p> <p>SATURDAY FEBRUARY 14 @ NOON</p>

Sauk Prairie Harley-Davidson, Inc. 525 Phillips Blvd / HWY 12, Sauk City, WI 53583
608.842.3725

Auto

March Mania Sale



	<p>New 2015 Nissan Versa S Auto, a/c, power windows, sun film stereo w/CD, Model#11155, 2 or more available at this price. Price excludes tax, title, MV & conveyance fees. 0% APR Financing Available up to 36 Months*</p>	Starting At \$11,990	View Inventory
	<p>New 2015 Nissan Sentra S Auto, a/c, power windows, sun film stereo w/CD, Model#12015, 2 or more available at this price. Price excludes tax, title, MV & conveyance fees. 0% APR Financing Available up to 72 Months*</p>	Starting At \$15,990	View Inventory
	<p>New 2015 Nissan Altima S Auto, a/c, power windows, sun film stereo w/CD, Model#12015, 2 or more available at this price. Price excludes tax, title, MV & conveyance fees. 0% APR Financing Available up to 72 Months*</p>	Starting At \$18,990	View Inventory
	<p>New 2015 Nissan Rogue Select AWD Auto, a/c, power windows, sun film stereo w/CD, Bluetooth, back up camera, Model#20015, 2 or more available at this price. Price excludes tax, title,</p>	Starting At \$21,990	View Inventory

OBJECTIVE:

Drive traffic, Increase sales, and announce new promotions and events

SUBJECT LINE:

[Dealership Name]- March Mania Sales Event

TARGETING:

- Auto Intenders
- Vehicle Owners: Chevy, Ford, Honda, Hyundai, Jeep, Kia, Mazda, Nissan, Scion, Subaru, Toyota, Volkswagen
- HHI \$25K-\$150K, Ages 25-65
- (Pull closest to client zip)

EMAIL COUNT: 2 Orders of 71,428 deployed a week

apart using the same creative and subject line

RESULTS:

12%+ Opens

1%+ Clicks



Targeted Email Marketing



Auto

- **Advertiser:** Driscoll Motors
- **Marketing Objective:** Drive traffic for Memorial Day weekend sales event
- **Campaign Details:**
 - Targeted auto seekers in specific zip codes around their location
 - Customer runs regular ROP/Classified ads but had never done an email campaign before
- **Subject Line:** Memorial Day Sale!
- **Total investment:** \$1,350
- **Results:** 12.9% Open Rate & 1.6% Click Rate
- **Commentary:**
 - Memorial Day sales event was very successful and they saw a boost in website traffic from the email
 - We sent out 2 other email blasts that same week for auto dealers promoting a Memorial Day sale and this email blast had more than a 3% higher open rate than the other two emails
 - Client was very pleased with the results and has already scheduled another email blast for June!
- **Marketing Objective:**
- **Campaign Details:**
 - Sent 2 targeted emails:
 - to a geographical area around Davenport
 - Demographically targeted to ages 25 +
 - Customer already runs consistent ROP and digital banners
- **Subject Line 1:** Enroll Now and Earn your Masters in STEM Education at Loras College
- **Subject Line 2:** Get a One-of-a-Kind Masters of Arts in Integrated STEM Education at Loras College
- **Total investment:** \$3,500
- **Results:** 12.17% Open Rate & 1.62% Click Rate
- **Commentary:**
 - Marketing Manager ran two campaigns spread out over two weeks sending two different messages to the same list.
 - Marketing Manager was pleased on the results, this was the first time they did a targeted email with our company
 - In June we hope to partner them again for future programs



Targeted Email Marketing



DRISCOLL *"Your did it done it and still dealin' dealer!"*

1030 W. Reynolds St., Pontiac, IL • 800-851-7605

Memorial Day Sale

[HOMEPAGE](#) | [NEW INVENTORY](#) | [PRE-OWNED INVENTORY](#) | [SHOP-CLICK-DRIVE](#)



2015 GMC Acadia SLT1
Dual Sunroof, Navigation, Forward Collision Alert, Lane Departure Warning
\$7,338 OFF**
[CLICK HERE!](#)



2015 GMC Sierra SLT
271 4x4, Driver Alert Plg, 20" Wheels, Trailer Brake Controller
\$9,844 OFF*
[CLICK HERE!](#)



2015 GMC Terrain SLE-2
32 MPG, Remote Start, Navigation, Heated Seats, 4G LTE
\$2,491 OFF*
[CLICK HERE!](#)



2015 GMC Sierra SLE
271 4x4, 20" Wheels, Power Rear Side Window, 4G LTE
\$9,605 OFF**
[CLICK HERE!](#)



2015 GMC Yukon Denali
4x4, Heads-Up Display, 22" Wheels, Power Boards, Navigation, Rear DVD
\$4,251 OFF*
[CLICK HERE!](#)



2015 Cadillac SRX Luxury
4G LTE, IntelliBeam Head Lamps, Safety Alert Seat, Lane Departure Warning
\$3,331 OFF*
[CLICK HERE!](#)



2015 Cadillac Escalade Premium
Navigation, 22" Wheels, 4x4, Heated & Cooled Seats, Heated 2nd Row Seat
\$4,060 OFF*
[CLICK HERE!](#)



2014 Chevrolet Cruze
Great Economy, Alloy Wheels, Free Maintenance & Warranty
Only \$14,995*
[CLICK HERE!](#)

CERTIFIED Pre-Owned Vehicles 

[Click Here to View our Certified Pre-Owned Inventory](#)

Education



The advertisement for Stamford Charter School for Excellence (SCSE) features a collage of images: a classroom scene with students raising their hands, a close-up of a smiling girl with glasses, and a group of students in a hallway. The school's logo, a circular seal with 'SCSE' and '1982', is positioned at the top right. The main title 'Stamford Charter School for Excellence' is prominently displayed. Below it, a key message states: 'A Free Public Charter School Opening in the Fall of 2015 for Pre-K, Kindergarten & 1st Grade Students'. A yellow pencil graphic is used as a separator. The 'Learn More About SCSE' section describes the school as a proven, nationally-recognized model. The 'Key Elements of the Education Model' section lists: high academic standards, extended school days, broad liberal arts education, data-driven instruction, rigorous parent engagement, and open collaboration. The 'Apply Now' section notes that applications for the 2015-2016 school year are available on the website www.StamfordExcellence.org. The 'Community Chat' section emphasizes the importance of community engagement. Contact information for Stamford Charter School for Excellence is provided at the bottom left, including the address (1 Schuyler Avenue, Stamford, CT 06902), email (stamfordexcellence@gmail.com), and phone number (203) 548-0194. A second yellow pencil graphic is at the bottom.

Stamford Charter School for Excellence

A Free Public Charter School Opening in the Fall of 2015 for Pre-K, Kindergarten & 1st Grade Students

Learn More About SCSE

Based on a proven, nationally-recognized school model that can boost student achievement and prepare more students for college and jobs of tomorrow, SCSE is the **first charter elementary school** in Stamford, offering another high performing academic option for area families.

Key Elements of the Education Model

- High academic standards focused on preparing kids for college & jobs
- Extended school days
- Broad liberal arts education that stresses teaching critical thinking skills
- Data driven instruction
- Rigorous parent engagement
- Open collaboration with the community

Apply Now

Like all charter schools, SCSE admits students through a blind lottery. Applications for the 2015-2016 school year can be found on our website: www.StamfordExcellence.org

Community Chat

We believe community engagement is vital for student success. To learn more about SCSE, join us for a community chat. Check out our website to find out when.

Stamford Charter School for Excellence
1 Schuyler Avenue
Stamford, CT 06902

For questions, contact
stamfordexcellence@gmail.com
or call (203) 548-0194

OBJECTIVE:

Increase Student Enrollment and distribute news and information to prospective families

SUBJECT LINE:

Apply to Free [Advertiser Name] Preparatory Elementary School

TARGETING: DEMOGRAPHIC & LIFESTYLE

People age 21+

GEO:

List of 6 Zips.

EMAIL COUNT:

68,180

RESULTS:

12.2% Open Rate

2.16% Click Through



Targeted Email Marketing



Education



Will This Be The Summer You Never Forget?



Adventures await teens ages 13-18 this summer at Hyde School's Summer Leadership Challenge. Teens will be

- Hiking the Bigelow Range
- Camping & Canoeing in Eustis, Maine
- Playing Soccer and Ultimate Frisbee
- Performing on Stage
- Doing the Zip Line Challenge
- Going White Water Rafting

But don't delay in signing up! The adventures begin on the Bath, Maine campus on July 6, and on the Woodstock, Connecticut campus July 13.

[Register Today!](#)

Questions?
Bath: (207) 443-7101
Woodstock: (860) 963-4721

OBJECTIVE:

Increase Summer camp registration and enrollment to wealthy upper middle class families

SUBJECT LINE:

Last Chance to Register Your Teen for [Advertiser] Summer Leadership Challenge!

TARGETING: DEMOGRAPHIC & LIFESTYLE

Adults 25-54 with children, HH income \$200K+

GEO:

List of Zips

EMAIL COUNT:

50,000

RESULTS:

10% Open Rate
2% Click Through



Targeted Email Marketing



Education



APPLY NOW!

Enroll in our **Integrated STEM Master's program**. The Loras College Master of Arts in STEM Education was developed for elementary through high school teachers and informal educators as an integrated approach to STEM education, presented within the context of real world issues.

UNIQUE FEATURES

- Curriculum is designed to enhance the professional competencies and involvement of people already engaged in an educational field.
- The program provides an online, interdisciplinary program that views STEM as a single, integrated discipline.
- Learning is contextual with an emphasis on relevant issues in real world settings.
- Courses are taught by faculty in the Education, Science, Mathematics and Engineering departments.

To be an educator at the forefront of STEM education, visit Loras.edu/STEM or contact [Patti Burqmeier](#), Graduate & Transfer Recruitment Coordinator, to learn more.



LORAS COLLEGE
BE MORE. BE LORAS.

LORAS.EDU

- **Marketing Objective:** Increase enrollment for Loras College STEM program
- **Campaign Details:**
 - Sent 2 targeted emails:
 - to a geographical area around Davenport
 - Demographically targeted to ages 25 +
 - Customer already runs consistent ROP and digital banners
- **Subject Line 1:** Enroll Now and Earn your Masters in STEM Education at Loras College
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 - In June we hope to partner them again for future programs



Targeted Email Marketing



Financial



OBJECTIVE:

Acquire new customers, targeting wealthy, older adults who may be in need of Financial assistance or Home Loans

SUBJECT LINE:

Low Fixed Rate Home Equity Loans

TARGETING:

- Ages 45–65
- HHI \$75k+
- Homeowners

GEO: In a zip list around the Credit Union

EMAIL COUNT:

156,613



Targeted Email Marketing



Grocery



OBJECTIVE:

Increase brand awareness within local community, distribute coupons, and announce the opening of a new store location

SUBJECT LINE:

Grand Opening Feed Your Family for Less Everyday

TARGETING:

- Woman, Age 25-54
- HHI less than 75k
- Men with a cooking interest

EMAIL COUNT:

146,897

RESULTS:

10.2% Opens
1.7% Clicks



Targeted Email Marketing



Health

THE NEW YEAR IS NOW! - JOIN FOR \$9.99 (Click Here to Redeem)

Chuze a New You In the New Year

Join for **ONLY \$9.99** per month
month-to-month
no commitment
Expires: 1/31/15

less attitude.
MORE FITNESS.



CHUZE
FITNESS

Join for **ONLY \$9.99** per month!
11 Southern California Clubs!

Start up fee and Annual fee applies. See club for details.

EXCLUSIVE OFFER
- CLICK HERE -

Offer Expires 2/28/15

Mission Valley
619-210-0234

Escondido
760-734-4195

Rancho Bernardo
858-375-5985

Garden Grove
714-782-0975

Carlsbad
760-452-8406

Santee
619-550-4851

La Mesa
619-630-8949

Westminster
714-907-1340

Rialto
909-862-1116

National City
619-402-1463

Cypress
714-794-5990

- **Objective:** Drive traffic and increase health club memberships.
- **Result:** The client saw an increase in foot traffic and enrollments during the time each campaign was sent out. They continue to integrate email prospecting as part of their advertising strategy.
- **Qty:** 1 of 2 deployments- 364,967
- **Targeting:** Consumers Interested in Health & Fitness, or Diet & Weight Loss within a 3 mile radius of each location

Resolutions Weighing You Down? **\$9.99 mo.**

Start Date:

01/28/2015

Ordered:

364,967

Opened:

47,377 (12.98%)

Clicked:

6,330 (1.73%)



Targeted Email Marketing



Home Builder

Objective:

One Year monthly email campaign

Selects:

- Home Owners
- HHI 150k+
- In select cities near the new development

Email Count:

62,757

Results:

6,671 Opens (10.6%)

1,001 Clicks (1.6%)

Advantage Homes

Model Home Grand Opening
Melody Farms
Chantilly, VA

FROM THE MID \$600s

7 Unique floorplans to choose from

1/2 ACRE Homesites

Decorated Model Home Now Open!
[Learn more here](#)

Exclusively built by Advantage Homes

- ✓ Full Brick Front Exterior
- ✓ Gourmet Kitchen with Stainless Steel Appliances & Granite Counters
- ✓ Custom Quality Construction and Finish Details Throughout



Targeted Email Marketing



Home Improvement

ID	Campaign Name	Date	Quantity	Opens	Clicks	Open %	Click %
27736	Handy Man Special Offer April	4/22/2014	100,000	11,152	1,856	11.152 %	1.856 %

LinkId	Link	Clicks
1	http://www.handymanhome.com/	58
2	http://www.handymanhome.com/	194
3	http://www.handymanhome.com/locations/	108
4	http://www.handymanhome.com/blog/	142
5	http://www.handymanhome.com/sale-flyers/	233
6	http://www.handymanhome.com/contact-us/	61
7	http://www.siouxcityjournal.com/app/ebblast/handyman/0414/coupon.html	195
8	http://www.handymanhome.com/sale-flyers/	300
9	http://www.handymanhome.com/	298
10	http://www.handymanhome.com/locations/sioux-falls-sd/	77
11	http://www.handymanhome.com/locations/sioux-city-ia/	59
12	http://www.handymanhome.com/locations/lincoln-ne-2/	71
13	http://www.handymanhome.com/	60

GEO: Mile Radius-Homeowners, Interest in Home Improvement



Targeted Email Marketing

SAVE 30% OFF
ANY regularly priced, in-store toilet.*

CLICK HERE TO VIEW ADDITIONAL STORE OFFERS

OVER 200 FAUCETS IN-STOCK AND ON DISPLAY IN STORE

TOTO **mansfield** **KOHLER** **ST. THOMAS CREATION**
BATHROOMS THAT WORK BEAUTIFUL

Sioux Falls, SD
910 E. 10th St.

Sioux City, IA
3460 E. Gordon Dr.

Lincoln, NE
501 West Gate Blvd.



Insurance

Health insurance questions? We can help.



Many changes are taking place in health care because of the Affordable Care Act (ACA), which requires everyone to have a health insurance plan by March 31, 2014. Knowing how to choose a plan — or if you even need to choose one — can get confusing. We have resources to help answer your questions and explain your choices, so you can continue to receive our health partner's best possible insurance benefits.

Choosing a Health Benefit Exchange plan?
If you're selecting a new plan through the Washington Health Benefit Exchange, ~~there are three plans that include~~ in their networks:

- Coordinated Care (Ambetter Plans)
- Molina Healthcare
- Community Health Plan of Washington

To better understand your choices if you're considering a Health Benefit Exchange plan.

OBJECTIVE:

SUBJECT LINE:

Health Insurance questions? We can help.

TARGETING: DEMOGRAPHIC & LIFESTYLE

- Age 25+
- Self Employed
- Health Insurance Interest
- No Health Insurance
- In a State County

GEO:

20 mile radius from their home

EMAIL COUNT:

125,500

RESULTS:

17,383 Open Rate (13.9%)

2,981 Click Through (2.4%)



Targeted Email Marketing



Music



The poster for Steger Days of Music features a decorative top section with the event title in a stylized font and a list of activities including live music, parade, fireworks, carnival, 5K, car show, food, craft vendors, and dueling pianos. The dates are July 16th to 19th at Steger, IL Veterans Park. A central banner reads 'BIG NAMES, SOUTH OF THE CITY'. The bottom section lists headlining bands: Ides of March and David Allan Coe on Thursday and Friday, and Travis Tritt and Kashmir on Saturday and Sunday. The website www.stegerdays.com is listed at the bottom.

LIVE MUSIC • PARADE • FIREWORKS
CARNIVAL • 5K • CAR SHOW • FOOD
CRAFT VENDORS • DUELING PIANOS

★ JULY 16TH TO 19TH ★
★ STEGER, IL ★
VETERANS PARK

★ ★ ★ ★ ★

BIG NAMES, SOUTH OF THE CITY

★ ★ ★ ★ ★

★ HEADLINING BANDS ★

THURSDAY, JULY 16, @ 7PM FRIDAY, JULY 17, @ 7PM
IDES OF MARCH DAVID ALLAN COE

SATURDAY, JULY 18, @ 7PM SUNDAY, JULY 19, @ 5:30PM
TRAVIS TRITT KASHMIR

Steger Days of Music – July 16th to 19th

Live Music • Parade • Fireworks • Carnival • 5K • Car Show • Food • Craft Vendors • Dueling Pianos

www.stegerdays.com

OBJECTIVE:

Increase Awareness of Local Music Festival Weekend Event and Boost Ticket sales

SUBJECT LINE:

Where to Hear Big names in Music Next Week

TARGETING: DEMOGRAPHIC & LIFESTYLE

Interest in Music, Arts and Entertainment

GEO:

20 mile radius around Event Location

EMAIL COUNT:

60,000

RESULTS:

11% Open Rate

1.5% Click Through



Targeted Email Marketing



Retail Cosmetics

THE BODY SHOP. Owned by L'Oréal

WHAT'S NEW BATH & BODY SKIN CARE GIFTS MAKEUP FIND A STORE

A VERY SPECIAL INVITE
BLACK FRIDAY AT THE BODY SHOP
STARTS NOW!



ONLY \$30
WITH ANY \$30 PURCHASE*

Our famous Black Friday Tote is back - bigger and better than ever! Fully packed with 9 timeless customer favorites bursting with the finest natural ingredients, this tote is yours NOW!

[Find A Store](#) [Shop Now](#)

*2014 Limited Edition. While supplies last.



9 CUSTOMER FAVORITES

- Shea Body Butter
- Shea Shower Cream
- Honeymania Bath Melt
- Honeymania Soap
- Satsuma Body Polish
- Satsuma Body Sorbet
- Hemp Hand Protector
- Vitamin E Moisture Cream
- Cream Bath Lily
- Plus, the flattering tote!

SHARE THE LOVE! UNUSUAL
CYBER MONDAY AT THE BODY SHOP
READY, STEADY, SHOP



50% OFF*
YOUR PURCHASE

PLUS!
FREE SHIPPING
ON ALL ORDERS

OBJECTIVE:

Increase brand awareness within communities surrounding store locations, distribute coupons, and announce Holiday deals

SUBJECT LINES:

- Our 2014 Black Friday Tote (\$125 Value) is Here! This Is It!
- The 2014 Black Friday Tote (\$125 value) and much more...
- Cyber Monday at [Store Name] – Our Ultimate Sale of the Year!

TARGETING:

Women, HHI \$50k+

GEO:

Targeted evenly around each of the top 65 store locations across the US (Store zips provided).

EMAIL COUNT: 3 deployments of 600,000 each using different subject lines for each, deployed to the same list



Targeted Email Marketing



Retail Eyewear

Groetken Family Eye Care and Sunwear Port
SUNWEAR SHOW
30% OFF
Sunwear and
Prescription Sun Lenses
One Day Only
April 30, 2015; 3-7 pm

Groetken Family Eye Care is officially
an Accredited Dry Eye Center.
Our office now is equipped with a Tear Lab. The Tear Lab
allows us to test your tears. From this test, Dr. Groetken can
better provide you with treatment plan for Dry Eye Disease.

ACCREDITED
TearLab
DRY EYE CENTER

Groetken Family Eye Care
16 Central Ave NE, Le Mars, Iowa
(712) 546-8998
www.groetkenfamilyeyecare.com

OBJECTIVE:

Increase brand awareness within local community, distribute news about services and sales

Subject Line:

One day only. 30% off designer sun wear

Targeting:

HHI \$40K+

GEO:

30 mile radius from Store location

Results:

10.3 % Opens

1.4% Clicks



Targeted Email Marketing



Restaurant



OBJECTIVE:

Increase brand awareness to prospects within the community, distribute coupon, and announce news about the restaurant's offerings

SUBJECT LINE:

Fresh Off the Grill

TARGETING:

Ages 21-45

HHI 50k+

Interest in food and wine in zip's around restaurant location

EMAIL COUNT:

120,500

RESULTS:

10.1% Opens

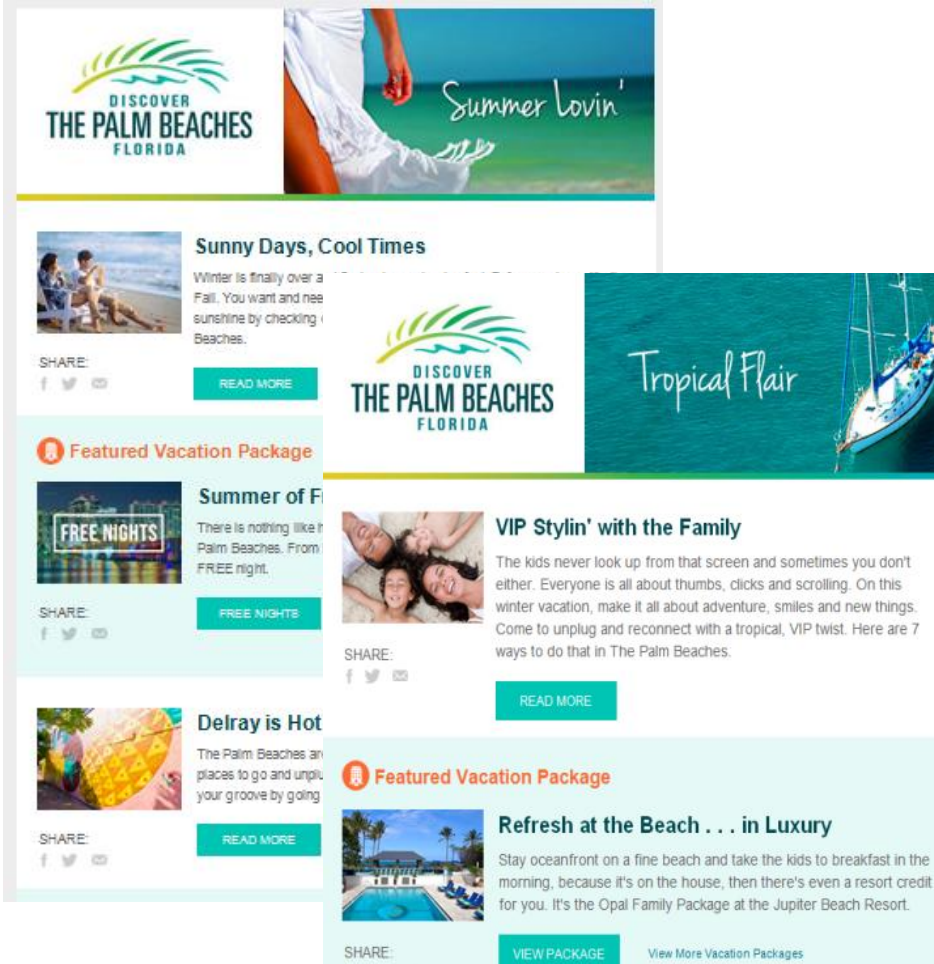
1.9% Clicks



Targeted Email Marketing



Travel



OBJECTIVE

To drive increased bookings and new customer acquisition.

SUBJECT LINE:

*Changed with each deployment

Hidden Adventures + Hot Nights
Family Getaways in Paradise.
Tropical Road Trip+ Save on Attractions

TARGET: Women age 35+, HHI \$75k+
within Metro Areas in Florida

QUANTITY: 200,000 deployed on the second
Thursday of each month for 12 Months
(starting Dec 2014)

RESULTS:

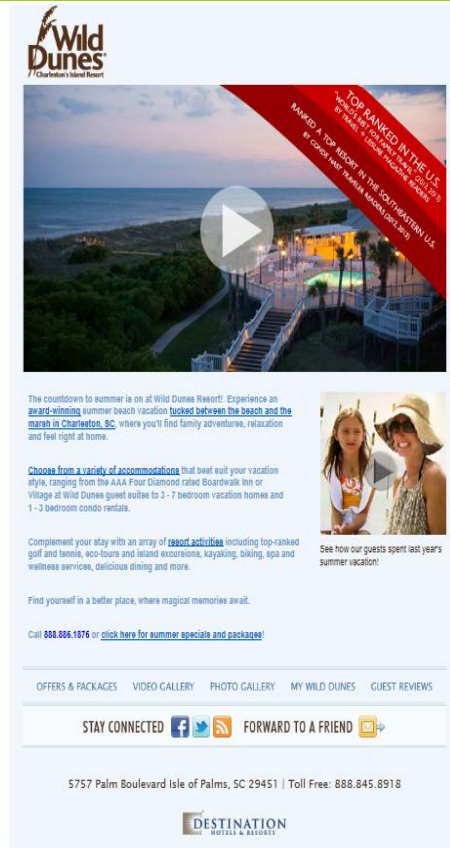
11%+ Opens
1%+ Clicks



Targeted Email Marketing



Travel



BACKGROUND

A hospitality/resort company was struggling to increase its bookings and expand its customer base for a specific location; the company was already utilizing email marketing, but only to existing clientele who formed the internal database.

OBJECTIVE

To drive increased bookings and new customer acquisition.

TARGETING:

Interest in Travel, HHI 100K+

RESULTS

BMI Elite generated 710 reservations for the company
Average length of stay for a new visitor was 3.7 days
Average daily rate of \$287

- The agency for this resort has allocated additional
- advertising dollars towards this on-going email strategy.
- They're also implementing this project in other properties.



Targeted Email Marketing

