

## MAILER:

Acer America

## OBJECTIVE:

Acer America faced the challenge of increasing brand awareness and gaining market share in the personal computing market across the nation.

## SOLUTION:

eTargetMedia implemented a targeted and highly effective series of email marketing campaigns strategically tiered with a monthly multi-touch approach as well as timed to the brand's weekly special promotions to simultaneously build brand awareness while increasing sales for each unique limited time promotion. eTargetMedia segmented a highly responsive audience of prospective customers who are in-market for new technology products with an interest in computers and other digital devices, who have not purchased a new personal computer over the last two years. eTargetMedia strategically segmented this highly targeted audience from the tech-driven files of American Tech Savvy Enthusiasts and High Tech Households for an ideal fit to drive traffic, foster an online presence, strengthen core brand awareness and increase sales.

## OUTCOME:

The series of email marketing initiatives was highly successful and resulted in significantly increased brand exposure and most importantly increased sales during each promotional period with measurable results. The client reported a very strong increase in revenue as a direct result of the eTargetMedia campaigns and subsequently scheduled additional initiatives for continued success in exceeding campaign objectives for Acer America.



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