

MAILER:

Energizer

OBJECTIVE:

Energizer faced the challenge of increasing battery sales during the brand's Black Friday promotion.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of parents with children in the household who are sale shoppers and active coupon redeemers. The offer was designed to distribute a specialized printable coupon to offer an \$11 savings during the Black Friday sale. eTargetMedia strategically selected the high performance family lists of American Families Online, Active Moms Dads and Toddlers, and Prepared Parents and Tots to comprise an ideal audience for coupon redemption.

OUTCOME:

The email campaign resulted in an excellent open and click through rate that assisted in driving traffic, increasing coupon redemption, and ultimately increasing sales during the Black Friday promotion, exceeding campaign goals for the Energizer holiday campaign.



**black friday savings:
don't miss out!**

Save over **\$11** on Energizer.
Brand batteries and lights!

[print coupons](#)

Forward to a friend [Share this offer with your friends](#)

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Energizer that's positive energy

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