

## MAILER:

Ferrari

## OBJECTIVE:

Ferrari faced the challenge of introducing the highly anticipated Ferrari California T to an affluent luxury automotive audience while positioning the vehicle as unsurpassed in technology, innovation and performance.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of affluent luxury auto buyers, skewing male and upper income and net worth ranges, in a geo-targeted radius of the Atlanta dealership featuring the promotion. The offer was designed to generate buzz over the new Ferrari California T that introduces a new engine with instantaneous response to commands, with world class performance, torque and signature sound, while positioning it as a “daily driver with the soul of a weekend racer,” to encourage qualified prospects to schedule a test drive. eTargetMedia strategically selected the high performance list of Luxury Auto Buyers, while implementing key demographic, wealth, behavioral and lifestyle qualifiers to reach the most responsive audience of prospective Ferrari buyers in the local geo-targeted region.

## OUTCOME:

The email campaign resulted in an extraordinary surge in traffic to the client site, outstanding brand awareness, increased scheduled test drives, and an excellent open and click-through rate that exceeded industry average for an overall highly successful campaign.



"A completely new engine that, in a world first, combines the instantaneous response to commands, blistering performance, impressive torque and signature sound typical of a conventional Ferrari power unit with the fuel efficiency of a turbo."  
-Ferrari USA

A 3.9 liter turbocharged V8 engine. 533 HP. Zero to 60 MPH in under 3.6 seconds. The all-new Ferrari California T is the daily driver with the soul of a weekend racer. Inspired by the renowned California models of the 1950s and meticulously engineered with the cutting-edge technologies and innovations of today, its dynamic performance and uncompromising responsiveness are only enhanced by its hand-crafted finishes and unparalleled comfort.

[SCHEDULE A TEST DRIVE](#)

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