

MAILER:

Hilton Grand Vacations

OBJECTIVE:

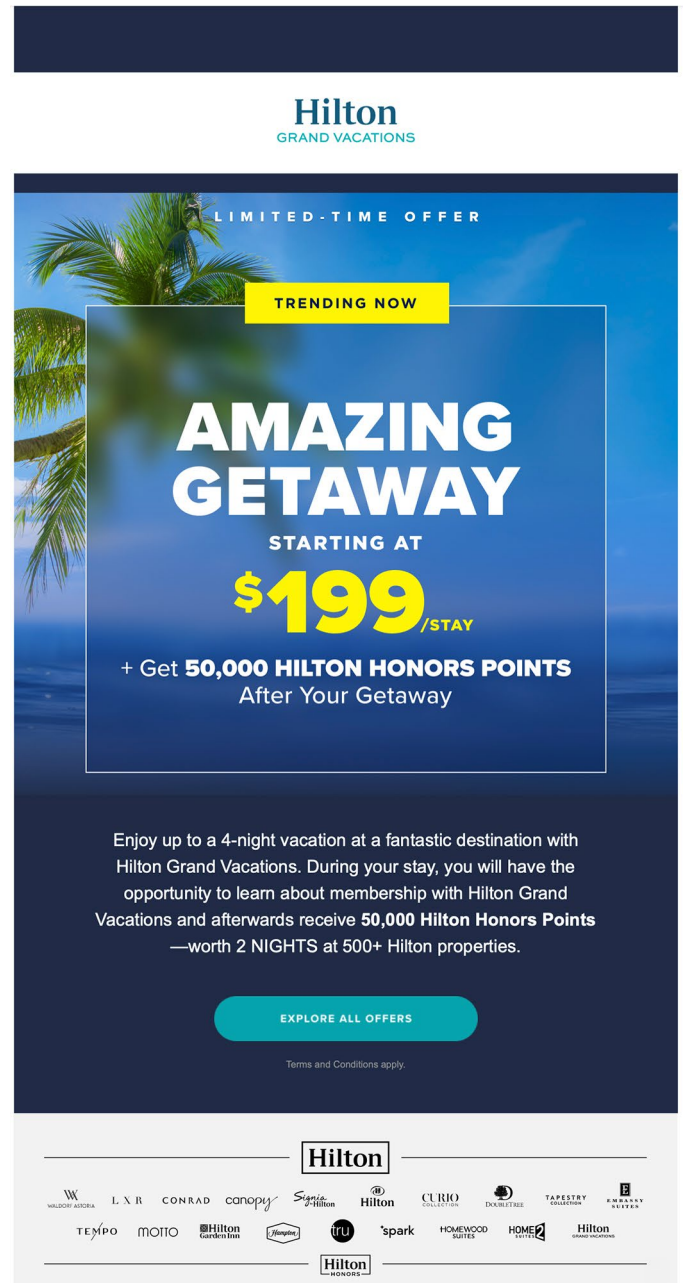
Hilton Grand Vacations faced the challenge of promoting their Hilton Grand Vacations memberships and increasing vacation ownerships among their many properties.

SOLUTION:

Hilton Grand Vacations wanted to increase leads for their timeshare vacation memberships and was offering a special 4-night vacation package rate to introduce potential buyers to their properties. eTargetMedia strategically planned and executed a targeted email marketing campaign that reached high income travelers who travel frequently to targeted destinations. eTargetMedia strategically selected the Frequent Leisure Travelers & High Income Travelers files and selected families and individuals over the age of 28 years old with high household incomes of over \$100k per year because this group has a proven interest in spending their discretionary income on travel. The campaign was targeted nationwide, excluding specific markets. The creative promoted the 4-night vacation with a special rate starting at \$199 and an additional 50,000 bonus points for anyone who booked the offer.

OUTCOME:

The campaign had a very high engagement rate with exceptional open and click through rates and helped Hilton Grand Vacations to increase leads among potential timeshare owners.



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