

## MAILER:

Original Penguin

## OBJECTIVE:

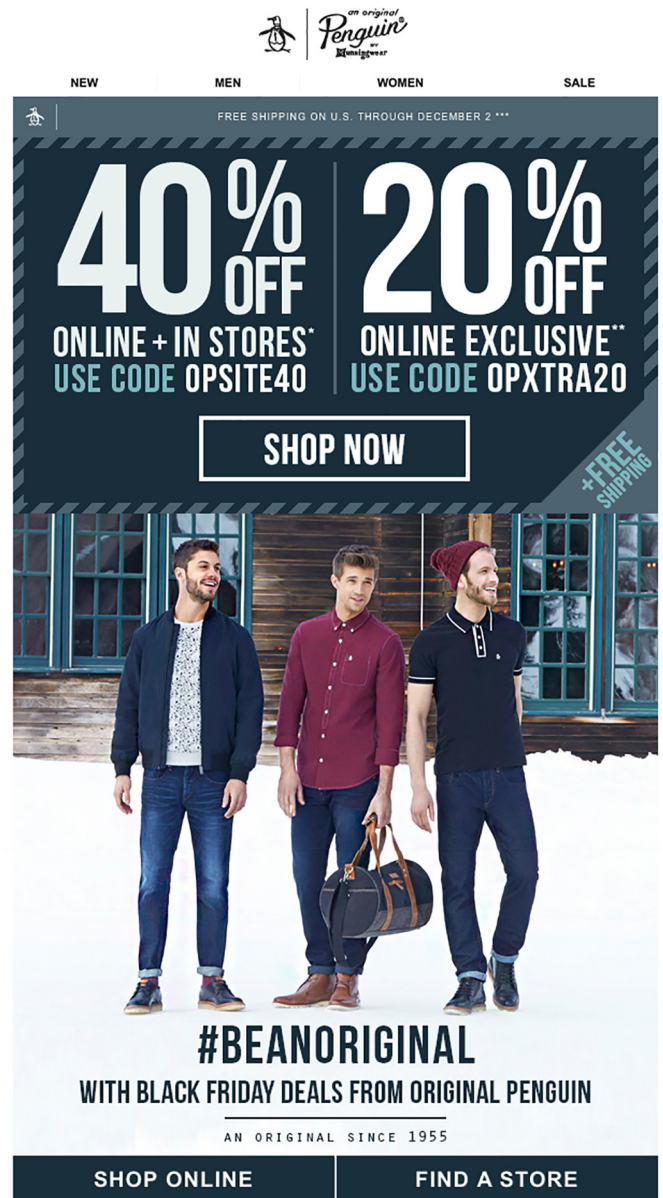
Original Penguin faced the challenge of reaching new customers and increasing sales during the holiday Black Friday promotion.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of stylish and fashion savvy online apparel buyers, skewing toward online holiday buyers of apparel gifts, ages 45 and under in target DMAs with a mid to upper income range and purchase history of men's clothing. The offer was designed to provide coupon codes to redeem immediately upon receipt of the offer and increase site engagement for browsing merchandise as well as provide the opportunity to take advance of the special 20% off or 40% off discounts, which were also applicable in store via the promotional code delivered by email. eTargetMedia strategically selected the fashion files of American Fashion and Design Shoppers as well as Online Holiday Gift Buyers to segment a responsive audience as an ideal fit for the unique nature of the brand.

## OUTCOME:

The email campaign resulted in extremely strong open and click-through rates that significantly exceeded industry averages, while strengthening brand recognition, increasing traffic and product browsing during the promotional period, and ultimately increasing sales of merchandise via online and in-store channels.



NEW MEN WOMEN SALE

an original Penguin by KnitGear

FREE SHIPPING ON U.S. THROUGH DECEMBER 2 \*\*\*

**40% OFF** ONLINE + IN STORES\* USE CODE OPSITE40

**20% OFF** ONLINE EXCLUSIVE\*\* USE CODE OPXTRA20

**SHOP NOW**

+ FREE SHIPPING

#BEANORIGINAL

WITH BLACK FRIDAY DEALS FROM ORIGINAL PENGUIN

AN ORIGINAL SINCE 1955

SHOP ONLINE FIND A STORE

Find out what eTargetMedia can do for your business.  
 Call 1.888.805.DATA (3282) or email us at [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
 Visit us online at [www.eTargetMedia.com](http://www.eTargetMedia.com)

>Targeted, Effective Results!  
 Targeted, Effective Results!

