

MAILER:

Pedia-Lax

OBJECTIVE:

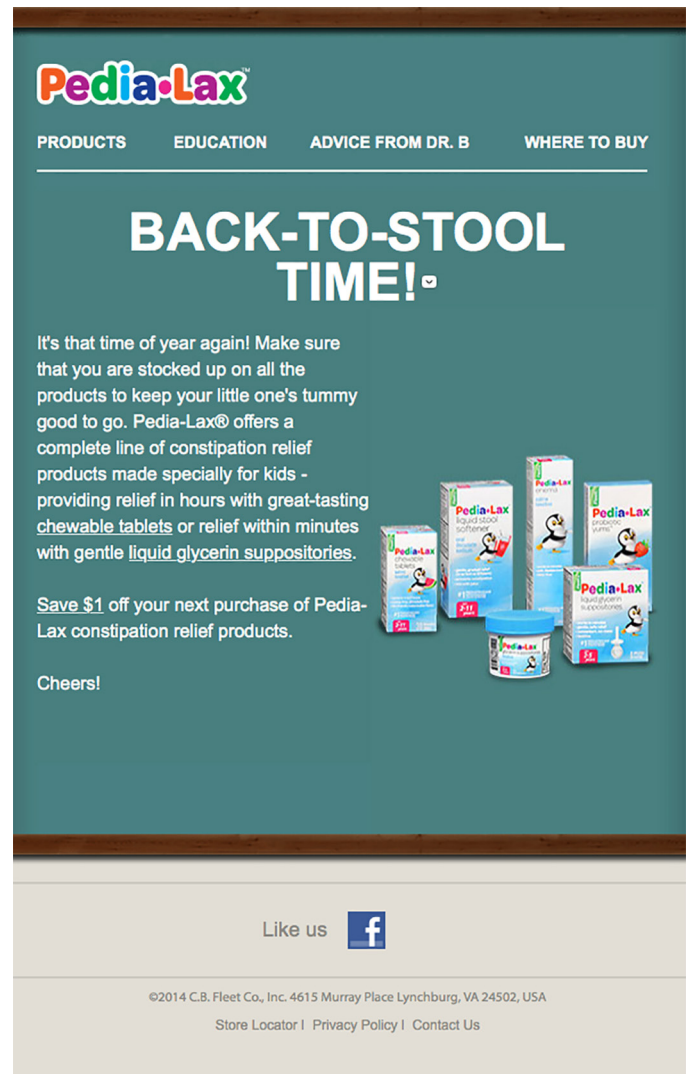
Pedia-Lax faced the challenge of increasing sales during the annual Back to School Sale.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of mothers with children ages 2-11 in the household. The offer was designed to educate parents on the benefits of Pedia-Lax for their child's health and well-being and position the product line as the leading pediatric laxative, perfect for child digestive health just in time for the new school year. eTargetMedia strategically selected the high performance parent lists of Mommy and Me Households, American Families Online, and Prepared Parents and Tots to reach an audience of active and engaged parents who take their children's well-being as a priority and always seek the best products to care for them.

OUTCOME:

The email campaign resulted in a tremendously successful open and click-through rate while strengthening brand recognition and ultimately leading to an increase in sales during the Back to School promotional period.



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