

## MAILER:

AAA

## OBJECTIVE:

AAA faced the challenge of increasing first time memberships among families with young children in targeted markets.

## SOLUTION:

eTargetMedia planned a strategic email marketing campaign for AAA that targeted families with parents over the age of 25 years old who have children in the household. The target group was selected because families in this bracket are often starting to think about the security of their families and would be very likely to purchase a AAA membership for themselves or as a gift to take advantage of all of the benefits that AAA offers. The campaign geo-targeted specific zip codes where AAA wanted to increase their memberships. AAA offered a special discount to these savvy consumers who regularly purchase products that will improved the lives of their families. The creative was designed to offer consumers 20% off new primary gift memberships as well as 20% off to existing members who upgrade their memberships or add associates.

## OUTCOME:

The email marketing campaign delivered a high open rate as well as a strong click through rate and helped increase traffic and gift membership purchases on the AAA website. The campaign was a very successful customer acquisition campaign.



AAA Give the Gift of Membership and Save!

**20% OFF** any new primary gift membership\*

Existing Members - Upgrade Your Membership or Add Associates at 20% off\*

**GIVE THE GIFT OF MEMBERSHIP**

\*Cannot be combined with other offers or payment plans, member must reside within AAA Central Penn territory, cannot have been an existing member within the past 90 days, and additional household members must be added at the same coverage level.

[CLICK HERE FOR AAA MEMBERSHIP INFORMATION](#)

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