

MAILER:

ALDI

OBJECTIVE:

ALDI faced the challenge of increasing market share in the grocery store segment as well increasing coupon redemption during promotions at individual store locations, while increasing sales during holiday shopping periods.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of primary grocery shoppers in a designated mile radius around each store location. The offer was designed to introduce the season's specialty Holiday Catalog and Recipe Book with the opportunity to pick up copies in store locations or access the electronic versions online. eTargetMedia strategically selected the targeted files of Primary Household Grocery Shoppers as well as American Families Online for a highly responsive audience to attract and retain more shoppers and increase customer loyalty to the ALDI brand for the holiday season and beyond.

OUTCOME:

The ALDI holiday email campaign resulted in a significantly above industry average open and click through rate, as well as increased brand recognition, increased access to the catalog and recipe books, and overall increased traffic to the client site as well as to the various store locations. The eTargetMedia ALDI campaigns proved so successful for the brand that they lead to over 300 individual subsequent campaigns over the course of the client relationship.



The image shows a multi-section email campaign layout for ALDI. At the top, it features the ALDI logo, the slogan "Simply Smarter Shopping," and social media links for Store Locator, ALDI App, Facebook, and Twitter. The main headline reads: "Celebrate the season like never before with our holiday books." Below this, it says "Our Holiday Catalog and Recipe Book have everything you need to make the holidays special." A yellow button prompts: "Pick up your copy in store or online >".

The layout is divided into four main content areas:

- ALDI finds:** "GET MORE THANKSGIVING WITH OUR LIMITED-TIME SEASONAL ITEMS." Includes a "View our Holiday items >" button and a "WINTER SEASONAL" badge.
- ALDI saves:** "CHECK OUT THE NEW LOW PRICES ON YOUR FAVORITE HOLIDAY FOODS." Includes a "View our Holiday savings >" button and a "NEW LOW PRICE" badge.
- ALDI style:** "GIVE YOUR NEXT HOLIDAY PARTY A LITTLE FLARE WITH OUR PLANNING TIPS." Includes a "View our tips >" button.
- ALDI craves:** "OUR HOLIDAY RECIPES WILL ADD A DASH OF FLAVOR TO YOUR SEASON." Includes a "View Holiday recipes >" button.

At the bottom, there are two call-to-action boxes:

- WEEKLY EMAILS:** "Subscribe to our weekly emails and see more ALDI." Includes a "SUBSCRIBE" button.
- MOBILE APP:** "Download our mobile app and have ALDI on the go." Includes a "DOWNLOAD" button.

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