

## MAILER:

Amazon

## OBJECTIVE:

Amazon faced the challenge of promoting Amazon Launchpad to emerging brands across the country and wanted to increase Amazon Launchpad applications.

## SOLUTION:

Amazon introduced their new Amazon Launchpad program which helps emerging brands benefit from enhanced marketing and merchandising placements on Amazon's online store. Amazon wanted to promote the program to brand owners and managers who would benefit from increased exposure on the Amazon site. eTargetMedia strategically selected the American Small Businesses file and implemented a highly targeted and effective email marketing campaign that segmented an audience of Senior Level/Decision Makers, Entrepreneurs, Product Managers, Project Managers, and Brand Managers across the United States. The creative featured the benefits of being an Amazon Launchpad member and invited email recipients to apply to the program.

## OUTCOME:

The email marketing campaign resulted in exceptional open, click through and conversion rates and helped increase Amazon Launchpad awareness and applications. The campaign generated increased interest in Amazon Launchpad amongst brand owners and professionals in the industry.



Are you an emerging brand with unique and innovative products that could benefit from enhanced marketing and merchandising placements in Amazon's online store?

Amazon Launchpad is helping brands like yours get in front of new customers and set themselves up for success.

## What is Amazon Launchpad?

Amazon Launchpad is a supplemental program within Amazon that provides tools and resources for brand owners to leverage to successfully showcase their products to millions of Amazon customers across the globe.

## Is my brand eligible for Amazon Launchpad?

We welcome start-ups and entrepreneurs including current Amazon sellers, certified Black-Owned businesses, and brands in the Climate Pledge Friendly program. If this sounds right for you, we welcome you to apply and let Amazon Launchpad help your brand soar.

Ready to elevate your brand?

Apply now



Find out what eTargetMedia can do for your business.  
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