BRIGHT HORIZONS CASE STUDY

MAILER:

Bright Horizons

OBJECTIVE:

Bright Horizons faced the challenge of increasing brand awareness, attendance to their open house series, and ultimately enrollment to new and target centers of focus for each initiative.

SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign, segmenting an audience of parents with children ages 0-4 years old and skewing middle to upper income ranges in targeted zip codes surrounding the location of focus for each promotion. The promotions continued over a series of two consecutive years with continuation usage due to strong results. eTargetMedia strategically selected the high performance lists of Prepared Parents and Tots, Mommy and Me Households, and Newborns, Tots and Beyond, to reach the key demographics and also include the added layer of interest in children's education and development. The campaigns were designed to increase attendance for the target open house as well as increase overall enrollment for Bright Horizons Centers.

OUTCOME:

Due to the responsiveness of the eTargetMedia lists recommended specifically for Bright Horizons, coupled with the strength of the data and our expertise in high level audience segmentation, the email marketing campaigns were a tremendous success and resulted in significantly above industry average results in terms of not only the open and click through rates but also with solid conversions leading to repeat list usage and an overall successful long-term initiative.

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