

MAILER:

Christy Sports

OBJECTIVE:

Christy Sports faced the challenge of promoting its end of the summer season patio furniture blowout sale.

SOLUTION:

eTargetMedia planned and managed a strategic email marketing campaign that reached homeowners with a home value of \$400k+ and women between the ages of 35-65 years old who have an interest in home decor, home furnishings and furniture. The campaign was geo-targeted within a 10-mile radius around targeted Colorado and Utah zip codes that are in close proximity to Christy Sport's showroom locations. The zip codes included 80525, 80003, 80401, 80206, 80909, 8030, 80112, 80123, 84124, and 84098. The creative featured Christy Sport's end of the summer sale which offered 20-50% off patio furniture to clean out the summer inventory and make room for the ski season. The campaign included A/B segmentation and creative testing to help increase the campaign's results.

OUTCOME:

The Christy Sports email campaign was very successful and had an exceptionally high open rate. The click through rate was also very strong and traffic on the website increased during the email campaign. The creative A/B segmentation also helped to deliver phenomenal results for this campaign.



christy sports
PATIO FURNITURE

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Patio Furniture BLOWOUT!

— 20-50% OFF —

**EXTRA
10% OFF
ALL FLOOR MODELS**

EVERYTHING MUST GO TO MAKE ROOM FOR SKI SEASON!

All patio furniture is 20-50% off. Everything must go to make room for ski season!
Come in now and get the lowest prices of the summer and save an extra 10% on all floor models!

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