

MAILER:

Colorado Springs Utilities

OBJECTIVE:

Colorado Springs Utilities faced the challenge of increasing enrollment in their free irrigation evaluation program.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign that segmented an audience of local businesses, including large commercial campuses, hotels, apartment complexes, nursing homes, car dealerships, HOAs, community associations, golf courses, medical complexes and hospitals. eTargetMedia strategically chose to use the B2B Opt-In Professional Masterfile - a database comprised of responsive, decision making professionals - and selected property owners, property managers and community managers because this audience is responsible for overseeing their business property, utilities management and utilities efficiency. The campaign was geo-targeted to the city of Colorado Springs, CO and the creative featured Colorado Springs Utilities' free irrigation evaluation program with an opportunity to schedule a free evaluation.

OUTCOME:

The email marketing campaign resulted in an exceptional open rate with a strong click through rate and high email acquisition rate. The email promotion helped Colorado Springs Utilities reach local businesses and motivated the business managers to schedule a free irrigation evaluation appointment.



Colorado Springs Utilities
It's how we're all connected

Save with a free irrigation evaluation



Schedule your appointment

Your business qualifies for a free irrigation evaluation from our licensed irrigation and conservation specialists. This opportunity will help you:

- Get a prioritized list of recommendations to benefit your bottom line.
- Improve your landscape's health and system efficiency.
- Be water-wise no matter the season or climate.

You may also qualify for **free leak repair and irrigation equipment upgrades** through our new Business Irrigation Efficiency Rebate Program. The first step is to schedule your evaluation.

Schedule a time with us today. We have a limited number of appointments and they fill fast.

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