

MAILER:

Cricket Wireless

OBJECTIVE:

Cricket Wireless faced the challenge of increasing sales to their mobile wireless plans in a targeted geographic area.

SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign for Cricket Wireless that reached consumers within a 5 mile radius of their Jamaica Plain, Massachusetts location with mid to upper income households. The campaign targeted consumers who were actively searching for better rates on their wireless plans and offered special deals on package bundles to help motivate consumers to switch to Cricket for better prices, service and value. The creative featured special package rates for consumers who purchase 2 lines with unlimited service and offered a limited time activation fee waiver.

OUTCOME:

The email marketing campaign resulted in outstanding open and click through rates which exceeded industry averages. The campaign also boosted Cricket brand awareness, increased traffic to the website and delivered a high conversion rate.



Jamaica Plain, get more wireless value with Cricket

Stylish phones + perfect-fit plans + great network

**Cricket has more 4G LTE coverage
than T-Mobile, Sprint, MetroPCS, or Boost.**

Based on coverage in U.S. Download speeds max of 8Mbps (LTE)/4Mbps(4G). Compatible device req'd. 4G LTE not avail. everywhere.

Now that's something to smile about!
Switch to Cricket today.

Visit:
Cricket Wireless
225 Centre St.
Jamaica Plain, MA 02130

**for an exclusive offer
when you switch to Cricket!**
(See below for details.)



Add more to save more.

**2 lines for
\$80/mo.***
with Cricket Unlimited 2

*Data speed limited to max of 3Mbps. Video streaming at 50% quality. After 22:00 hours, you may experience slower speeds than other Cricket customers during network congestion. Add'l fees, usage & restrictions apply. Offer details below.

Limited time only!

**ACTIVATION FEE
WAIVED**
when you
join Cricket**

Bring this coupon to the store above
to redeem this offer.

In store activation fee waived 10/12/13 at Jamaica Plain location only. Requires at least \$25 purchase per line. New service lines with qualifying smartphone plan greater or equal to \$45, 2000 or 2000 add-on line. Fees, charges and restrictions apply. See store for details.

More lines? More savings! Bring the whole crew!

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