

## MAILER:

FanDuel

## OBJECTIVE:

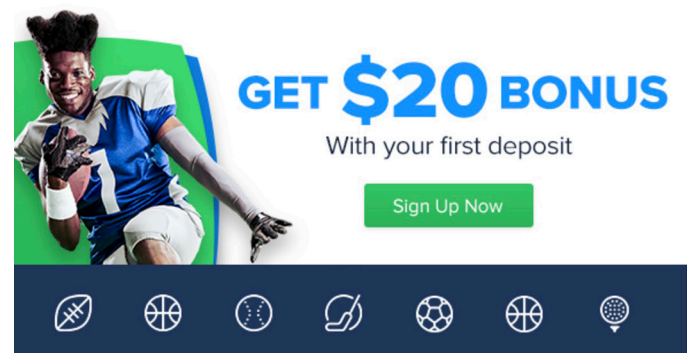
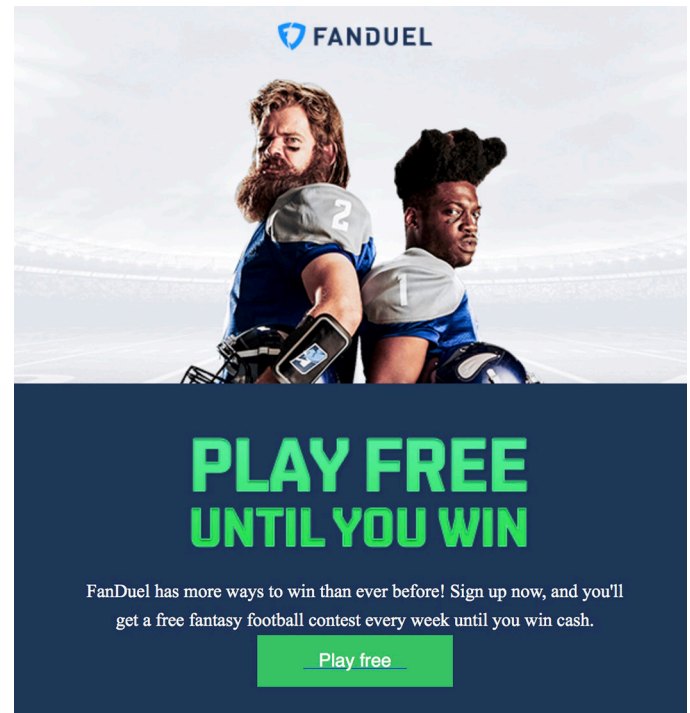
FanDuel faced the challenge of increasing app downloads and fantasy football memberships.

## SOLUTION:

eTargetMedia planned and managed a targeted email marketing campaign that reached avid sports fans, between the ages of 18-45 years old in the United States. eTargetMedia strategically selected the Active All-American Sports Fans file and targeted males with a household income of over \$60k per year. These passionate sports fans spend a lot of time and money on their favorite sports including purchasing game tickets, sports equipment, NFL cable tickets, video games and more. The campaign included an initial email campaign followed by a second wave mailing that was broadcasted to the non-openers of the first campaign. The creative was designed to promote the FanDuel fantasy sports app as well as giving email recipients the opportunity to play free Fantasy Football until they win cash.

## OUTCOME:

The FanDuel campaign experienced excellent results in terms of opens, click throughs, app downloads and a boost in FanDuel memberships.



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