

THE HAWAIIAN ISLANDS CASE STUDY

MAILER:

The Hawaiian Islands

OBJECTIVE:

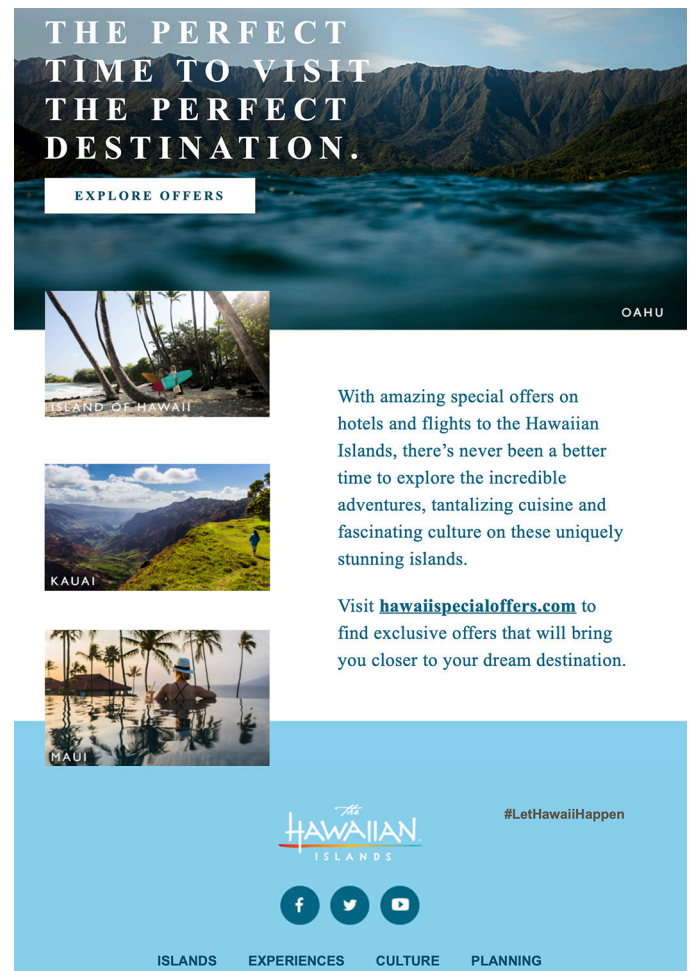
The Hawaiian Islands faced the challenge of increasing bookings on the HawaiiSpecialOffers.com website.

SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign that reached 5 distinct audience clusters including *Power Travelers* (45-74 years old, high incomes, frequent domestic travelers with cultural and arts interest), *Jetset Boomers* (55-74 years old, average income of over \$101K, interest in travel, boating and gardening), *Williams R. Able* (flourishing families, 35-54 years old with children, average income over \$100K, interested in photography and national parks), *Travel Vester* (suburban singles and starting families between the ages of 35-54 years old, average income over \$98K, interested in casinos, soccer, NBA sports), and *Previous Visitors* (ages 25-54 years old, average income over \$75K, has taken 1 international trip in past 3 years or 2 domestic trips in the past year). The campaign was 70% geo-targeted to the west coast including Los Angeles, San Francisco, San Diego, San Jose, Portland and Seattle and 30% to surrounding areas including Salt Lake City, Denver, and Phoenix. The creative featured an A/B split to test two different creative messages.

OUTCOME:

The campaign generated an extremely high open and click through rate. The audience was very engaged with Hawaiian CVB's creative and special offers that yielded strong sales and website registrations.



With amazing special offers on hotels and flights to the Hawaiian Islands, there's never been a better time to explore the incredible adventures, tantalizing cuisine and fascinating culture on these uniquely stunning islands.

Visit hawaiispecialoffers.com to find exclusive offers that will bring you closer to your dream destination.

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