

MAILER:

Hunter Douglas

OBJECTIVE:

Hunter Douglas faced the challenge of promoting their Dress Up for Summer Sale and helping their dealers across the country promote the sale to new customers.

SOLUTION:

eTargetMedia deployed a highly successful, targeted email campaign for hundreds of Hunter Douglas dealers across the country. The campaign targeted females who are homeowners, between the ages of 30-64 years old with a household income of \$100k+. These savvy consumers have shown an interest in home and garden offers and have the discretionary income to purchase upscale products that will enhance their homes. The email campaign was strategically geo-targeted to zip codes in a specific radius around each Hunter Douglas dealer. The creative was designed to advertise the special savings that were being offered on Duette® Architella® Honeycomb Shades, Silhouette® Window Shadings, and Luminette® Privacy Sheers and additional \$100 off for first time customers.

OUTCOME:

The Hunter Douglas email campaign was very successful and generated extremely high open and click through rates that were above the industry average. The campaign helped increase sales of the specific product lines and helped generate new business for each of the Hunter Douglas dealers.



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Dress up your windows for less with
Hunter Douglas. Contact us today!

BUY	SAVE*	PLUS
4 Duette® Architella® Honeycomb Shades	\$100	\$25 OFF each additional unit
2 Silhouette® Window Shadings	\$100	\$50 OFF each additional unit
1 Luminette® Privacy Sheers or Modern Draperies	\$100	\$100 OFF each additional unit



Let your style shine through, while protecting your home's interior from heat gain, glare and fading from the sun. The more you buy, the more you save, now through 9/12.

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