

## MAILER:

Mars Cheese Castle

## OBJECTIVE:

Mars Cheese Castle faced the challenge of increasing brand recognition and sales of its holiday gift baskets and treat items.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of active online shoppers ages 30-65 with a HHI of \$50K+ who purchase gourmet or specialty food products as well as gift baskets. The offer was designed to introduce the holiday baskets available of best-selling items as well as present a coupon for an “early bird special” for those who pre-order in advance of the start of the traditional holiday season. eTargetMedia strategically selected the top performing category list of Active Holiday Online Shoppers and implemented the key demographic as well as purchase preference qualifiers to reach an ideal customer base of gourmet gift basket buyers.

## OUTCOME:

The email campaign resulted in exceptionally strong open and click through rates, increased site traffic, increased coupon redemption of the “early bird coupon” that exceeded campaign goals and an overall boost in orders during the holiday promotional period.



**CHEESE BAKERY MEATS SWEETS GIFT BOXES**

**Early Bird Specials!**  
Shop Early and receive \$25 OFF your purchase of \$100 or more.  
Use coupon code "EARLY25" at checkout.  
Offer expires 11/19/2014

**Featured products**

 #2837	 #2302	 #8775
<b>The Bard</b>	<b>8oz. Cashew Crunch</b>	<b>Gourmet Basket</b>
Simple, elegant and affordable!	The most scrumptious and savory cashew candies!	A bountiful basket-assorted cheese and spreads!
Price: \$27.99	Price: \$17.99	Price: \$79.99
<b>Order now!</b>	<b>Order now!</b>	<b>Order now!</b>

**Open Daily! Monday - Sunday: 9am - 7pm**  
Phone: (855) 352-MARS (6277)  
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