

MAILER:

Marsico Funds

OBJECTIVE:

Marsico Funds faced the challenge of reaching new investors and increasing investments in its growth equity funds.


SOLUTION:

eTargetMedia planned and managed a targeted email marketing campaign that reached active investors across the United States. eTargetMedia strategically selected the Active Personal Finance and Investment Enthusiasts file as these savvy investors actively manage their finances and investment portfolios and are always looking for new investment opportunities that can increase their retirement savings and diversify their portfolios. The prospects in the target group included investors who are currently invested in IRAs, mutual funds, stocks and bonds. The creative was designed to highlight Marsico Funds' investment experience and active investment approach as well as including strong call to actions to learn more about Marsico Funds, view fund performance and call to speak with a Marsico Funds specialist.

OUTCOME:

The email marketing campaign performed very well and exceed industry averages for open and click through rates. The campaign also increased traffic to the Marsico Funds website and increased investment inquiries.



MARSICO FUNDS[®]



Over 20 years of trusted, concentrated, active investing.


[Learn More About Marsico Funds →](#)

For over 20 years, our active investment approach has provided the foundation for our concentrated growth equity funds.

-  **Intensive hands on research**
We constantly seek new information and work hard to be earlier than others in understanding what's occurring and why it's important to our investors. Our ideas are internally formulated and rigorously tested through multi pronged, hands-on analysis.
-  **Invest in companies you trust**
The majority of the Marsico Funds' assets are invested in what we call Core Growth Companies: well-established seasoned companies with compelling potential for long-term capital appreciation, and above-market growth rates.
-  **Growth driven strategies**
Concentrated portfolios enable us to take advantage of companies that we believe may produce rapidly accelerating earnings growth.

See what Marsico Funds can do for your investment portfolio.

[Learn More About Marsico Funds](#) [View Fund Performance](#)

 Or call us at 888.860.8686 to speak with a Marsico Funds Specialist

Find out what eTargetMedia can do for your business.
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