

MAILER:

Meijer Optical

OBJECTIVE:

Meijer Optical faced the challenge of increasing prescription eyeglasses and sunglasses sales in targeted locations.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign that targeted eyeglass and contact lens wearers who purchase a variety of prescription glasses for daily use, reading, driving and more. eTargetMedia selected the American Eyeglasses, Contact Lens and Sunglasses Buyers List and targeted females over the age of 45 years old who reside within a 3 mile radius around Meijer Optical zip codes. The creative featured Meijer Optical's buy one pair of prescription eyeglasses or sunglasses, get one pair free special deal which was the perfect offer for these individuals who purchase multiple pairs of eyeglasses per year. The creative included a strong click to learn more call to action.

OUTCOME:

The email marketing campaign was extremely successful and delivered very high open and click through rates. The campaign also increased store traffic and eyeglass sales at the Meijer Optical locations.



The image shows a promotional email banner for Meijer Optical. At the top left is the Meijer Optical logo. The main headline asks 'Want a FREE PAIR of prescription sunglasses?' followed by 'Shop our Mix & Match Sale'. The central visual features four circular portraits of diverse people wearing various styles of sunglasses and eyeglasses. Below the portraits, the offer is stated: 'Buy one and get the second FREE*. Get eyeglasses, sunglasses... Or get one of each!'. A call to action button says 'LEARN MORE >'. At the bottom, it notes 'Offer ends June 6th' and lists partner brands: eye MED, spectera, DavisVision, NVA, and SuperiorVision. A small disclaimer states '* Some exclusions apply.'

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