

MAILER:

Moffitt Cancer Center

OBJECTIVE:

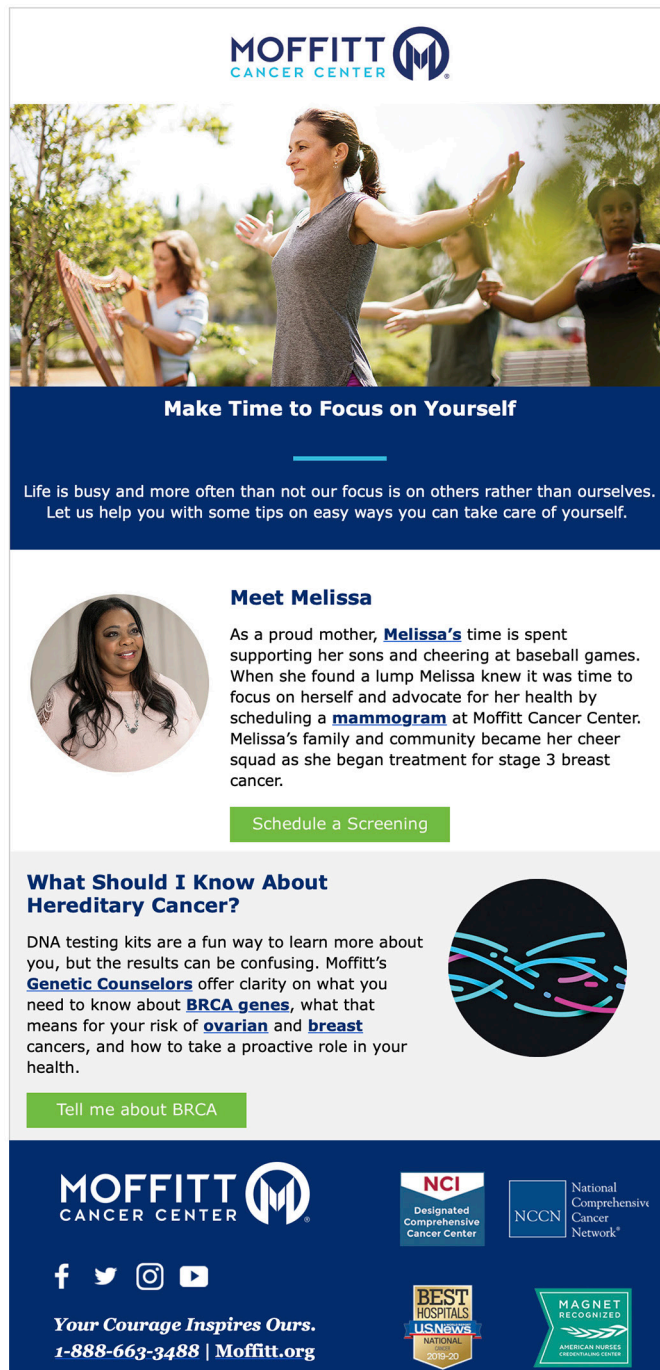
Moffitt Cancer Center faced the challenge of providing women with information about Moffitt Cancer Center's cancer prevention, support, resources and treatment services.

SOLUTION:

Moffitt Cancer Center, one of the leading cancer treatment centers in the country, partnered with eTargetMedia to send their monthly email newsletter to current and potential cancer patients as well as cancer survivors. eTargetMedia planned and managed a targeted email marketing campaign that reached women, between the ages of 35 to 65 years old who live within close proximity to Moffitt Cancer Center's locations. The campaign was geo-targeted to Tampa, Fort Myers, Naples and Orlando zip codes that were provided by Moffitt. The monthly email newsletter features important information that helps the well-being of patients during treatment as well as providing patients, families and survivors with resources and support services.

OUTCOME:

The ongoing email campaign has been very successful and achieves high open and click through rates every month. The email campaign has helped Moffitt Cancer Center to increase their email subscribers, website traffic and email engagement rates.



MOFFITT CANCER CENTER

Make Time to Focus on Yourself

Life is busy and more often than not our focus is on others rather than ourselves. Let us help you with some tips on easy ways you can take care of yourself.

Meet Melissa

As a proud mother, **Melissa's** time is spent supporting her sons and cheering at baseball games. When she found a lump Melissa knew it was time to focus on herself and advocate for her health by scheduling a **mammogram** at Moffitt Cancer Center. Melissa's family and community became her cheer squad as she began treatment for stage 3 breast cancer.

[Schedule a Screening](#)

What Should I Know About Hereditary Cancer?

DNA testing kits are a fun way to learn more about you, but the results can be confusing. Moffitt's **Genetic Counselors** offer clarity on what you need to know about **BRCA genes**, what that means for your risk of **ovarian** and **breast** cancers, and how to take a proactive role in your health.

[Tell me about BRCA](#)

MOFFITT CANCER CENTER

NCI Designated Comprehensive Cancer Center

NCCN National Comprehensive Cancer Network

BEST HOSPITALS USNEWS NATIONAL 2019-20

MAGNET AMERICAN NURSES CREDENTIALING CENTER

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