

MAILER:

RE/MAX

OBJECTIVE:

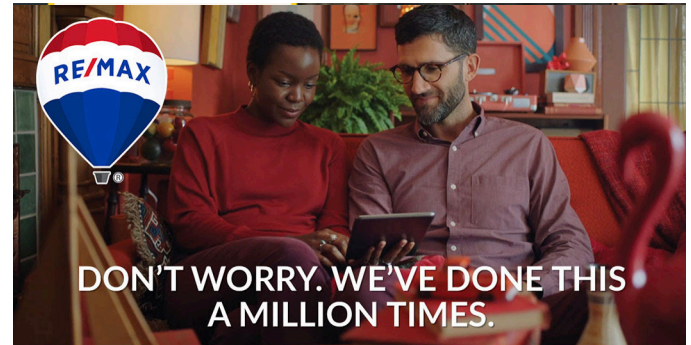
RE/MAX faced the challenge of increasing online registrations of MY RE/MAX® accounts.

SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign for RE/MAX that reached individuals and families who were actively searching for a new home. eTargetMedia strategically selected the Prospective Home Buyers file and targeted nationwide, in-the-market home buyers. The campaign included an initial email deployment with a second wave mailing to the non-openers of the original email campaign. The creative featured the benefits of signing up for a MY RE/MAX® account which included the ability to save and share search history, receive notifications regarding property updates, accessing images of favorite homes and more. The creative included a strong call to action button that motivated email recipients to create their account now.

OUTCOME:

The email campaign generated very high open and click through rates which resulted in a significant increase of sign-ups for MY RE/MAX® accounts.



Whether you're ready to buy, sell or you're at the "just looking" stage, we want your experience to go smoothly. And it all starts with a few simple clicks. Creating a MY RE/MAX® account gives you the ability to: save and share search history and properties, receive notifications regarding changes, access images of your favorite homes - and the list goes on!

"Just looking" can be so much fun.

**CLICK HERE TO CREATE YOUR
ACCOUNT NOW.**



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