

TARGETED EMAIL MARKETING: A CLIENT SUCCESS STORY

How Distribion doubled open and click through rates for a luxury appliance reseller

CLIENT: Dallas-based luxury appliance reseller

GOAL: increase impression share and drive in-store traffic through the website

Distribion's email marketing specialists used our Prospect Finder to generate a targeted audience based on location, income and purchasing habits. They then implemented a three-step email marketing best practices approach to create a campaign that resonated with these newly identified consumers.

SUBJECT LINE

- Connected consumer with the brand and specific promotion
- Tailored to the audience
- Was compelling and relevant to the email content

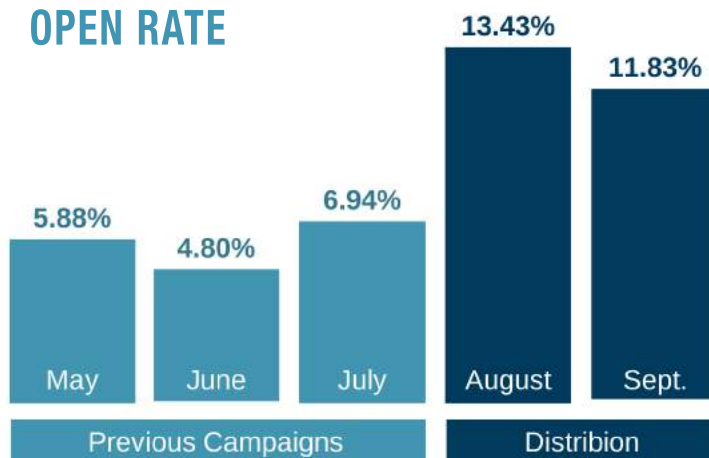
DESIGN

- Simple creative that reflected the brand identity
- Copy was specific and targeted
- Responsive template had clickable images and logos

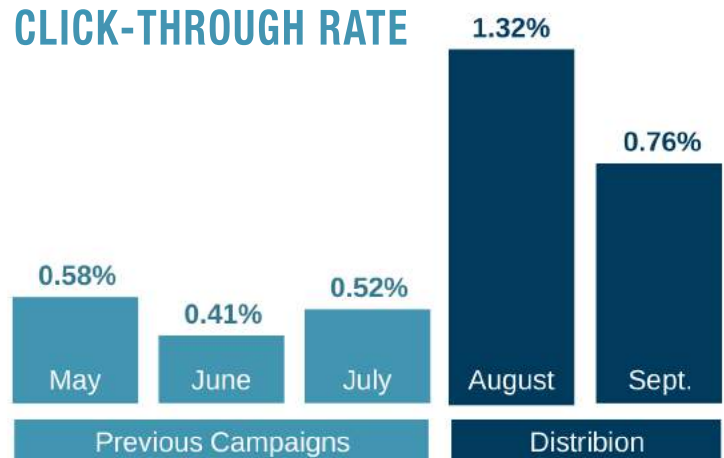
CALL TO ACTION

- Placement was toward the top of the email
- Was visually appealing, identifiable and contained action words
- Was linked to relevant landing page

OPEN RATE



CLICK-THROUGH RATE



By targeting the right audience and adhering to email best practices, Distribion email marketing specialists crafted tailored email campaigns to achieve a significant lift.