

# Email Marketing Drives Brand Awareness for New Product Offering



## Company Profile

Nationally-Recognized  
Household Brand



## Industry

e-Commerce

## THE CHALLENGE

A nationally-recognized household brand with roots firmly planted in direct mail marketing launched a line of pure air, odor neutralizing candles via their e-commerce site. They sought additional channels through which to market and create brand awareness for their new product line.

## THE SOLUTION

AccuData proposed and subsequently implemented a promotional strategy that included a 12-week email marketing program with creative design services to complement the company's existing direct mail program.

The plan began with a thorough examination of leading email marketing sources to determine which list would provide the best fit for this initiative as based on the desired audience:

- Women
- Ages 40 - 70
- Household income of \$75,000 or more

Once a decision was made and the list was procured, AccuData began the process of creative design to ensure that each version of the company's creative was designed for maximum engagement and deliverability.

Concurrently, AccuData's team of digital experts prepared a campaign plan that included a total of 36 deployments. Once launched, the campaign was optimized utilizing trend analysis that determined the best days and times to send.

We Take Data Personally

THE RESULTS

Over the duration of the campaign, the company experienced increased sales revenue from the e-commerce site — an average of 15% higher on the days that an email was deployed when compared to the days without.

Additionally, Google Analytics consistently showed an increase in the number of visits to the company's dedicated landing pages; an increase in page views and time on site by over 50% from when only direct mail programs were in place.

The email marketing program was such a success that the company has requested additional consultation and strategy along with an additional 12 weeks of email marketing through AccuData.

	Average Metrics, in Month One		Overall Post-Campaign Metrics	
Delivered:		54,803		1,800,000
Opens:	2,734	5.468%	112,860	6.27%
Clicks	586	1.069%	62,025	3.44%