

# EMAIL TARGETING

Beattie Development – January 2018

Our email solutions offer a powerful way to deliver your message to reach a very specific, targeted audience.

## RESULTS

- 100,000 Impressions
- 14,752 Email Opens
- 14.75% Open Rate
- 1922 Clicks
- 1.92% Click Through Rate

## Objective

Increase awareness of home remodeling options as well as financing available through Beattie Development to homeowners in and around Cape Coral, Florida.



*Stop Dreaming... Start Living!!*

## Solutions

DBC Interactive and Beattie Development worked in conjunction to send an email to homeowners in and around Cape Coral, Florida with a 12 month same as cash financing offer for home remodeling options.



The graphic is a promotional email layout. At the top, it features the Beattie Development logo on the left and the phone number (239) 257-3295 on the right. Below this is the headline "Custom Home Remodeling" in a cursive font. The center of the graphic is a photograph of a modern kitchen with white cabinetry and a large island. At the bottom, there is a blue banner with the text "TURN THE HOUSE YOU HAVE INTO THE Home You Love" in a mix of fonts. Below this banner is the Cambria logo with the text "FINANCE BY CAMBRIA" and "12 Months Same As Cash Financing\*" with a mouse cursor icon pointing to the offer.