

# EMAIL TARGETING

## Bethany-Fenwick Chamber of Commerce

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

### RESULTS

- 75,000 Emails Sent
- 10,843 Emails Opened
- 1,741 Website Visits
- 27,151 Re-Targeting Impressions

### Objective

Increase awareness and drive attendance to the inaugural Fire and Ice Festival held in Bethany Beach, Delaware in January 2018.



### Solutions

DBC Interactive worked in conjunction with The Bethany-Fenwick Area Chamber of Commerce to create two emails and a re-targeting campaign that would be sent out to their target audience which included people with an interest in Family Travel/Events in surrounding metropolitan areas.

