

# Email Targeting

## BEATTIE DEVELOPMENT

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

### OBJECTIVE

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

### SOLUTION

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.

### RESULTS

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

*\*Industry standard for Click Through Rate is .5%-1.5%*

