



360 Media Direct
MARKETING RIGHT

COVALENT
media group

ALLEN EDMONDS
Case Study



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CASE STUDY DETAILS

GOAL OBJECTIVES

Build and then drive traffic to Allen Edmonds' website, allenedmonds.com, and convert those affluent consumers into registered users.

Target: Affluent users ages 25-54

Volume: 375,000 Leads at CPL (Cost Per Lead) Rates

End Goal: Deliver 300,000 verified email/CASS leads transferred in real time

Duration: 12 Months

Mediums: Display Ads

OUR METHODS

- Fully customized hosted microsite
- Fully customized hosted HTML auto responder
- 50% national delivery, 50% within key target DMA's
- Optimization within channels which yielded the most qualified leads
- Data collected included first name, last name, email, gender, zip code, DOB, brand consumption figures, category consumption figures and complete audience psychographic analysis



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THE OPT-IN PROCESS

Ad units are served to potential leads

Yes No

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Join Allen Edmonds' email list today and be the first to know about our exclusive offers, new or featured products and the latest company news. Now through 10/13/15 enjoy our lowest prices of the season during our Rediscover America sale at Bellevue Square.

Now Open!

ENJOY GRAND OPENING SAVINGS AT BELLEVUE SQUARE

Sign up for Allen Edmonds emails for insider access.

SIGN UP NOW



Allen Edmonds
AN AMERICAN ORIGINAL

Users click-thru to lead form

Allen Edmonds
AN AMERICAN ORIGINAL

JOIN OUR EMAIL LIST
FOR EXCLUSIVE OFFERS AND THE LATEST STYLES

First Name : *

Last Name : *

Email Address : *

Zip Code : *

Address 1 : *

Address 2 :

City : *

State : *

Date of Birth :

Gender : *

I would like to receive catalogs from Allen Edmonds

SUBSCRIBE

Successful leads receive targeted email communications

You are now in the know about new products and special offers. [Start Shopping Here!](#)

Allen Edmonds
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SHOES BELTS CLOTHING ACCESSORIES GIFTS CLEARANCE

YOU'RE IN!

Shop the Newest Allen Edmonds store in:

Bellevue
135 Bellevue Square
Bellevue, WA 98004
425-462-4330
bellevue@allemmonds.com

Hours: Mon-Sat 9:30-9:30 & Sun 11-7

LEARN MORE

Enjoy grand opening savings now through 9/23/15 at the Allen Edmonds Retail Store located at Bellevue Square.

Here's what you can look forward to hearing about:

1. Our new or featured styles and products
2. Find out first when a sale is taking place
3. Stay informed of the latest company news



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THE RESULTS

- ✔ Successfully targeted affluent customers via our publisher network
- ✔ ZERO faulty leads delivered to client
- ✔ Exceeded lead goal by 25%
- ✔ Provided data analysis for all the demographic/psychographic information collected (male/female ratio, top performing zip codes, highest yielding age groups, brand consumption levels, competitor consumption levels, etc...)
- ✔ Client saw a significant increase in database size (230% increase) as well as higher performance metrics on their email marketing (avg. open rate was 15%)