

Best Promotional Message
Honorable Mention
Ace Hardware Email Coupon Campaign

Brand/Client Side Team:
Vicki Petersen

Vendors/Agencies:
Blue Tent Marketing

MarketingSherpa Summary – Why They Won:

Here's a reminder that a simple but valuable offer is sometimes all you need for a successful email campaign. The team used a 30% off coupon to announce the launch of a new website and drive foot-traffic for four Ace Hardware stores in Colorado. The first coupon was redeemed less than an hour after the send, and overall, the email campaign increased the average transaction about more than 3x, from \$23.04 to \$82.02.

From Their Nomination Form:

The store owners were thrilled with the results and how well the campaign generated ROI almost immediately after the first email was sent. It was a very effective campaign.



ALPINE ACE HARDWARE

Call Us! 970-925-3031
300 Puppy Smith St
Aspen, CO 81611



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HOME



ABOUT US



DEPARTMENTS



SERVICES



COMMUNITY



HELPFUL TIPS

30%

OFF YOUR NEXT PURCHASE

Valid only at the following locations: Alpine Ace Hardware in Aspen, Ace Hardware of Carbondale, Ace Hardware of Clifton and Ace Hardware on the Redlands. Expires 8/31/09

No cash Value. Cannot be redeemed online. Cannot be combined with any other offer.

CLICK + SAVE NOW

ALPINE ACE HARDWARE'S "HOT & HELPFUL" E-UPDATE

Dear Valued Ace Customer,

We are excited that you have shared your email with us.

We want to make sure you are the first to see our hot buys and amazing deals we are offering to our loyal customers. As a Special thank you please [click here](#) or on the coupon above for 30% off your next purchase.



From quality paint and high performing power tools to elegant housewares and seasonal items, Ace is the place to help keep your home in top shape. We offer services such as knife sharpening, key and glass cutting, assembly and delivery services, and are also glad to place that special order for you!

Please visit our new website at www.aspenace.com where you can learn about our products, services, staff and history. Our website is meant to be visited often. Add us to your favorites list as we will be updating our special offers, helpful tips, and other hardware news.

Thanks again and Welcome.