

**Best Email Opt-in or List Growth Campaign**  
**Gold B2C**  
**Dell Alienware Launch**

Brand/Client Side Team:  
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Vendors/Agencies:  
e-Dialog

**MarketingSherpa Summary – Why They Won:**

When Dell acquired gaming computer maker Alienware, the company needed to engage with a new audience and get them to opt-in for future email correspondence. Their approach centered on a new website, Allpowerful.com, where gamers could register to learn more about a new product launch. Those online registrations triggered a welcome email that included special codes to access hidden areas of the site, and asked them to opt-in to receive future messages about the launch.

Sorry, the judges promised this winner we'd keep their results private. However, the campaign delivered on its major goals: Acquiring names for the email database, and creating highly-engaged subscribers, as reflected in open and clickthrough rates.

**From Their Nomination Form**

Technically and aesthetically this campaign pushed the boundaries and provided a true cycle of engagement for the users between the website and the e-mail, and established that Dell respected the Alienware brand and could be trusted to continue to deliver an awesome experience for the Alienware audience. The campaign also helped the brand team to differentiate between legacy and new subs and enable some segmentation and truly hone in on the most active clickers.



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# ALL POWERFUL

Introducing the NEW Alienware M17x.  
The most powerful 17" laptop in the universe.



## Alienware M17x.

The Fastest NVIDIA® GeForce® GTX 280M SLI™ GPU (optional) • Up to Intel® Core™2 Extreme Overclocked\* Quad Core CPU • Up to 8GB of DDR3<sup>1</sup> 1333MHz with 64-bit OS • Anodized Aluminum Enclosure available in 2 colors

## ARE YOU WORTHY?

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ALIENWARE  ALL POWERFUL

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Add [alienware@dellhome.usa.dell.com](mailto:alienware@dellhome.usa.dell.com) to your address book to ensure you receive your Alienware emails.

### Important Details

\* Overclocking:  
Dell does not recommend operating the processor or other system components beyond factory default settings. This may cause system instability and reduce the operating life of your system components.

<sup>1</sup> Significant system memory may be used to support graphics, depending on system memory size and other factors.

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Alienware is located at Alienware Corporate Headquarters, 14591 SW 120th Street, Miami, FL 33186. Dell is located at One Dell Way, RR1-56, Round Rock, TX 78882.

