

**Best Triggered Personalized Email**  
**Silver Consumer (tie)**  
**Air Miles Reward Program – Airmilesshops.ca Triggered Email**

Brand/Client Side Team:

Letty Mak, Christine Young, Emilia Ku, Gary Mah, Paul Baggio

Vendors/Agencies:

Direct Antidote

**MarketingSherpa Summary – Why They Won:**

By targeting recent purchasers with a unique and tempting message, this campaign resulted in far higher than normal open, click and conversion rates. The major insights that this campaign offered are that recency of purchase keeps the seller top-of-mind, and that finding a reason for them to come back for more does have the desired effect. For ecommerce sellers with a wide variety of product, the window shortly after purchase proves to be a valuable one when used strategically.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

**From Their Nomination Form:**

This triggered email was created in order to address the lack of repeat customers that Airmilesshops.ca has been experiencing for some time. We found that many customers would come to airmilesshops.ca, make a purchase but never return again. We also found that the shoppers who did come back to make a purchase within 2 months were more likely to continue to shop through airmilesshops.ca and turn into life-long customers.

AIR MILES has recently implemented new tools in order to allow for triggered campaigns and airmilesshops.ca took advantage of the great opportunity to address this issue, thus the basis of this triggered campaign.

This campaign was targeted to AIR MILES collectors who made their first ever purchase through airmilesshops.ca. The immediate goal of the campaign was to incent these first time shoppers to shop again within a two week time period in order to receive 25 bonus AIR MILES reward miles. The long-term goal of the campaign is to create life-long airmilesshops.ca customers by getting them in the habit of shopping online for many of their everyday needs (i.e. clothing, books and media, electronics).

This is the start of a beautiful friendship.

Shop with us again and earn 25 Bonus AIR MILES® reward miles.



Dear <F. Name>,

We're thrilled you've chosen to shop at [www.airmilesshops.ca](http://www.airmilesshops.ca). With over 100+ brand name stores, we're your one-stop shop for everything you need. In fact, we're the only way you can shop from home and earn 1 reward mile for every \$20.

And now we're sweetening the deal:

Shop with us again and we'll reward you with  
**25 Bonus AIR MILES® reward miles.**

But don't delay – this offer ends **XXXXXXXX XX, 2008.**

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Please do not reply to this email. If you have questions or comments, [contact us](#).

Offer valid on purchases of \$20 CAD or more (excluding shipping, duty and taxes). 25 Bonus reward miles are valid on transactions completed between the dates listed in this email. One Bonus Offer for Collector Account. Collector must sign in at [www.airmilesshops.ca](http://www.airmilesshops.ca) before purchasing in order to earn reward miles. Does not apply to purchases made at the following stores: Blue Mountain Cards, Zip.ca, Weight Watchers, RogersM magazine subscriptions (including Châtelaine, Today's Parent, and Maclean's). Hotel bookings do not apply. Bonus reward miles will appear in your Collector Account within 60 days.

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Shop with us  
again and enjoy  
a big fat Bonus:

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