

# email

## What is it?

Highly targeted email to Nectar collectors based on their shopping behaviour in Sainsbury's.

Primarily used to drive awareness and provide brand / product education in a cost-effective way

## Why email?

- **Unique capability** for brands to target shoppers online through email
- **Industry high open rates**
  - Average open rate is 22% vs the retail sector average of 17%
- **Full integration** with other media:
  - Using email when a brand is on deal to drive customers in-store
  - Follow-up with **CaT** to maximise return on email and promotion investment
- **Creative flexibility:** Emails can be used to build brand awareness, educate consumers on brand benefits, provide recipe ideas and link to video campaign and latest ATL advertising
- **Personalisation** with local store details can be used for sampling, as well as ensuring customers know the email is just for them!

