

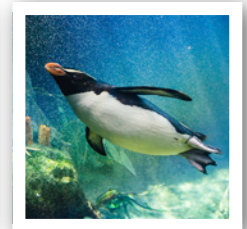
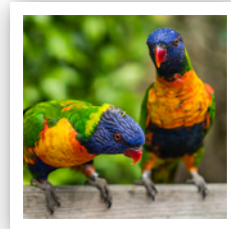
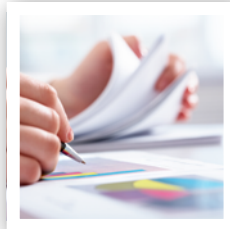
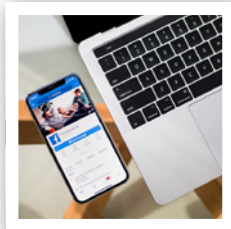
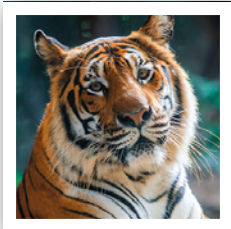


Campaign Background

A nationally acclaimed zoo has been ranked one of the top 10 zoos in the nation by USA Travel Guide and a top 10 zoo or aquarium by Family Fun magazine. The Zoo is home to more than 500 animal species and a world-famous reptile collection. The institution's focus on education and conservation enhances the lives of more than 1 million visitors a year.

Challenge

There's never a down time at the zoo. Year-round, the zoo runs an active calendar of events and attractions to keep guests coming back. To increase attendance and awareness, the zoo wanted to send emails for events such as its Annual 5K Zoo Run, summer preschool program, membership drive, special exhibits and more.



Solution

The zoo's marketing agency engaged with UMS for sophisticated targeting, creative advice, email execution, reporting and analysis for one promotion each month, each with a series of three emails.

Results

Data-driven lists and targeted creative elements proved to be a winning combination. Registrants for the Zoo Run were **up 50 percent** over the previous year. The preschool filled up before the zoo could even send out the third email.

Better results mean more revenue for the nonprofit, which relies on special events for funding. Greater efficiency in campaigns allows the zoo to generate a higher return on its marketing investment.

Next, the zoo plans to use the same successful approach to drive membership.

50%
increase