



eTargetMedia's Automobile Email Marketing Campaigns Produce Outstanding Results for Auto Clients Leading eTargetMedia to Exhibit at the NADA Convention

eTargetMedia will be exhibiting at the National Automobile Dealers Association Convention January 24-27, 2014, Booth #5468

Coconut Creek, Florida ([PRWEB](#)) January 08, 2014 -- eTargetMedia, a leading provider of [Email Lists](#), Postal Lists, Data Append and Creative solutions, announced that their [email marketing campaigns](#) have produced outstanding results for clients in the automobile industry, leading the company to exhibit at the National Automobile Dealers Association (NADA) convention for the first time. eTargetMedia works with the world's leading automobile dealerships including Lexus, Infiniti, BMW, Mercedes, Volvo, Nissan, Honda, Toyota, Ford and Chevy to plan and manage targeted email marketing campaigns. eTargetMedia's email campaigns have helped automobile marketers to increase customer acquisitions, sales and conversion rates; boost website traffic; improve email click through and open rates; increase test drives at the dealerships and more.

All of eTargetMedia's automobile email marketing clients have reported excellent results on their campaigns, increased traffic to their websites and increased foot traffic to the dealerships as a result of their campaigns. eTargetMedia is able to target by a variety of automobile preferences including domestic or foreign vehicles, vehicle classification such as SUVs, sedans, sports cars or exotic vehicles, vehicle year, make and model, interest in lease vs. purchase and auto intenders who are currently in the market for a new vehicle.

"Our automobile email campaigns surpass industry averages for click through rates, open rates, acquisitions and conversions," stated Harris Kreichman, Managing Partner of eTargetMedia. "We are able to target and segment specific audiences based on buying habits, lifestyle selects and geo-targeting customers by radius around the dealerships."

The NADA convention, taking place in New Orleans on January 24-27, 2014, is the world's largest international convention for vehicle and automobile dealers.

Visit eTargetMedia at Booth #5468 at the NADA Convention to learn more about the company.

eTargetMedia's Automotive Lists Include:

- Active Do-It-Yourself Auto Repair Enthusiasts
- Automobile Insurance Seekers
- Automotive Enthusiasts
- Avid Motorcycle Enthusiasts
- Hybrid Vehicle Enthusiasts
- Insurance Information Seekers
- Luxury Auto Buyers
- Prospective Auto Buyers
- Truck and RV Enthusiasts

eTargetMedia, based in South Florida, provides Email Lists, Postal Lists, Data Append and Creative Solutions



to a wide variety of direct marketing customers. eTargetMedia is a member of the Direct Marketing Association. Visit eTargetMedia online at <http://www.eTargetMedia.com>.



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Online Web 2.0 Version

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