

Generate New Customer Revenue from Affluent Travelers



UPSCALE EMAIL LIST

The Americas Great Resorts luxury traveler email marketing program allows you to reach new customers with highly targeted emails. AGR has a customer base of 3.5 million double-opt-in, high-income, active travelers.

We work with you to compile an audience target profile of your best customer, and use the AGR customer base to filter by specific demographic and travel preferences.

By looking at your zip code market data, we can determine your best performing zip codes to find the most effective markets to achieve the best results. Once the budget is determined, an algorithm is created to determine how many emails to deploy to each target zip code.



Clients have regularly seen a 10 to 1 ROI

Increase your business now and take market share from your competitors.

Sample Sort Criteria:

- HHI – Starts at \$100K
- Net worth
- Home Value
- Presence of Children
- Lifestyle Interests (Golf, Skiing, Gambling, Outdoor Adventure, etc.)

After deployment a live tracking link will give you access to opens and clicks in real time.

At the conclusion of the campaign, an attribution report is available to measure new customer revenue returns.

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