



E-Mail-Award 2017

Bucherer Tourismus Newsletter

Kampagneninformation

Kampagnentitel

Bucherer Tourismus Newsletter

Auftraggeber

Bucherer AG

Auftragnehmer

Mayoris AG

Kampagnen-Art

Newsletter (interaktiv mit ausklapp-Inhalten und Bildergalerie)

Was zeichnet eine interaktive E-Mail aus?

«In einer E-Mail getätigte Aktion,
die eine Folgeaktion innerhalb
derselben E-Mail auslöst»

Mark Robbins, Rebelmail @ TEDC15

Expander geschlossen & offen


Insight

FANCY DIAMONDS – PASSION AND EMOTIONS

They glitter in every color of the rainbow, are extremely valuable and more in demand than ever: fancy colored diamonds.

Worldwide, Mother Nature presents us with just 40 to 60 of the most beautiful colored diamonds per year, making them one of the most coveted rarities of all.



[Read more](#) 

News

2017 CARL F. BUCHERER TOURLEADER PROMOTION

We are offering our tourleaders again this year a bonus for every Carl F. Bucherer watch sold. The promotion runs from 01.01.2017 until 31.12.2017 in all Bucherer and Swisslion stores in Switzerland, Germany, Austria and France. For every Carl F. Bucherer watch sold the tourleader will receive the following bonus (amounts in CHF/EUR):

1 – 6'000 = 100.00 bonus
6'001 and up = 200.00 bonus

If you have any questions, please contact the Bucherer Lucerne Tourism Office at tourism.lucerne@bucherer.com.



Insight

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Worldwide, Mother Nature presents us with just 40 to 60 of the most beautiful colored diamonds per year, making them one of the most coveted rarities of all.




Prices for these fabulous gems rise almost daily. Generally speaking, the prices of all fancy colored diamonds have quadrupled in the past ten years, as of every 100,000 diamonds mined, only one has the fire we associate with a colored diamond.

Since its founding in 1888, the Lucerne-based company has cultivated a passion for diamonds, and today is one of the leading addresses for diamond jewelry in the whole of Europe. The Bucherer Diamonds Collection will fulfill any wish, be it ever so modest or demanding.

Necklace CHF 73'500
Earrings CHF 32'500
Ring CHF 245'000



Close 

Bildergalerie mit Zoomansicht

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News

Kennzahlen

Kennzahl	Durchschnitt 2016	Streuung 2016
Reichweite	9'541	9'211 – 9'773
Öffnungsrate (eindeutig)	35.7%	31.7% – 40.5%
Klickrate (eindeutig)	7.9%	5.3% – 11.1%

Weitere Informationen

Ausgabe Juli/August 2016:

<http://bucherer-cdn.mayoris.com/go/ua1bmegabql8b80lv4u3d7zw68oy4lufbli4gwogo2gu/673/preview>

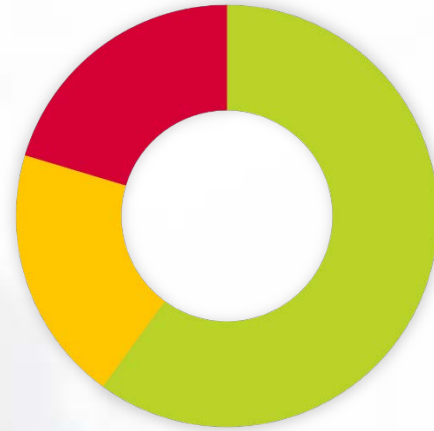
Ausgabe Oktober 2016:

<http://bucherer-cdn.mayoris.com/go/a2jbmegabqltfnnogtpsf3u9k2ammkwf7u64g8owo6t5/673/preview>

Ausgabe Dezember 2016:

<http://bucherer-cdn.mayoris.com/go/i37bmegabqlgbadoqe0l737zjg7es5k08rdc8844s3ri/673/preview>

Unterstützung in E-Mail Clients



Interaktiv

60%

(49% - 68%)*

iPhone, iPad, Apple Mail

Eingeschränkt

19%

(12% - 26%)*

Android, Gmail, Yahoo

Statisch

21%

(12%-28%)*

Outlook, Outlook.com,
GMX/Bluewin Webmail

*) Streuung der untersuchten E-Mail Verteilerlisten



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MARKETING