



## The EMail that Sold Too Many Bagels

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Bethpage, NY, January 11, 2006 --(PR.com)-- When [BagelBoss.com](http://www.BagelBoss.com) offered its customers bagels, lox, cream cheese and potato latkes to celebrate Chanukah, they sent out an e-mail blast that had explosive results! So many orders came in that BagelBoss.com had to be shut down.

Although this well-established New York bagel company has operated a successful business for over 65 years, they underestimated the massive response the [email campaign](#) sent by [Prime Visibility](#) would receive. The resulting orders at [www.BagelBoss.com](http://www.BagelBoss.com) were so plentiful that BagelBoss.com had to “call it quits” when they feared exceeding the maximum amount of orders possible to fulfill before the holiday shipping deadline.

“We never expected the possibility of receiving too many orders for our special breakfast packages, but we had to turn away customers when the demands exceeded what we could produce and ship, and still maintain our commitment to superior product and service,” said Adam Rosner, President of Bagel Boss, “We are currently implementing new strategies and expansion plans in order to meet similar demands in the future. We believe in giving people what they want - and what they want is authentic New York bagels of the freshest and highest quality, delivered to their doorstep - and next time we'll be ready for anything!”

[Bagel Boss](#) offers a wide selection of kosher foods and catering services. Visit them online at: [www.BagelBoss.com](http://www.BagelBoss.com) for store locations, coupons, and to place orders for next-day delivery.

[Prime Visibility](#), a leading [SEO Marketing firm](#), employs numerous tactics to achieve successful results from their [email marketing](#) campaigns. They include:

- Developing [Email Marketing Strategy](#)
- Analyzing, segmenting and building e-mail list
- Developing relevant content based on the segmentation
- [Measuring results](#)
- E-mail Template Design
- A/B Testing

This successful case supports the findings that text drives more e-mail click-throughs than images based on a Jupiter Research/IPSOS survey of 1,166 consumer recipients on what prompted them to open and respond to email marketing messages.

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