



*do you dream in chocolate?®*

Discover Lindor Truffles | Lindor Heritage | Our Exquisite Flavors | Shop Lindor

*A match made in indulgence heaven*  
**LINDOR & RED DOOR**

Melt your stress. Soothe your soul.

Through November and December, we invite you to melt your cares away. Visit any Red Door Spa location and receive a complimentary Lindor Truffles Trio with the purchase of a spa service. Irresistible Lindor's Truffles paired with impeccable Red Door pampering is a wonderful way to recapture your serenity...and your smile.

Give more than a gift. Give an indulgence.

This holiday, Red Door Spa Gift Cards let you treat the special people in your life to a gift they will truly cherish, without all the guesswork! Give the gift of personal pampering and, during November and December, every Red Door Gift Card purchased in-spa will also include a Lindor Truffles Trio! Visit [reddoorspas.com](http://reddoorspas.com) or the Red Door location nearest you for more information.

And for premium chocolate gifting ideas, visit Lindt online or your local Lindt Chocolate Shop and view the festive assortment of delicious holiday offerings.

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*Do you dream in chocolate?®*  
**DAILY GIVEAWAY**

Play daily for your chance to win a Grand Prize trip to Switzerland, or one of our daily chocolate prizes! Giveaway ends November 30th.  
[PLAY NOW >](#)

**SHOP LINDOR ONLINE**



See products our Master Chocolatier recommends!  
[SHOP LINDOR >](#)

**LINDOR TRUFFLES + SPA**

Get tips from Lindor and Elizabeth Arden on how to escape life's everyday stresses.  
[DOWNLOAD PDF >](#)

**A MATCH MADE IN INDULGENCE HEAVEN  
 IN-STORE SIGNAGE; ONLINE  
 RED DOOR SPAS/LINDT  
 NOV – DEC 2008**

*Is it time for your next escape?*

 red door spas  
Elizabeth Arden



Taking time to relax and renew enhances your life and your well-being. Having you as our guest is always a pleasure... and our Red Door is always open.

Call 866.RED.DOOR or visit [reddoorspas.com](http://reddoorspas.com) to book your next escape.

[reddoorspas.com](http://reddoorspas.com)  
 red door spas  
Elizabeth Arden

**GUEST RETENTION CAMPAIGN**  
**DIRECT MAIL / EMAIL**  
**RED DOOR SPAS**  
**OCTOBER 2008**

*Your place to relax and renew...  
we'd love to see you back at our Door.*

 red door spas  
Elizabeth Arden



We hope you enjoyed your escape through the **Red Door**.  
It was a pleasure to have you as our guest. We thank you and  
look forward to our next opportunity to enhance your life with  
**beauty, harmony and well-being.**

Call 866.RED.DOOR or visit [reddoorspas.com](http://reddoorspas.com) to book your next escape.

[reddoorspas.com](http://reddoorspas.com)  
 red door spas  
Elizabeth Arden

**NEW GUEST CONVERSION CAMPAIGN  
DIRECT MAIL / EMAIL  
RED DOOR SPAS  
OCTOBER 2008**

AN ESCAPE...AN EXPERIENCE...

*Give more than just a gift.*

 red door spas  
Elizabeth Arden

**GIFT CERTIFICATE CAMPAIGN**  
**DIRECT MAIL / EMAIL**  
**RED DOOR SPAS**  
**OCTOBER 2008**

Red Door Gift Certificates.

*for anyone, any season, any reason.*



The gift of relaxation and personal pampering is perfect for all the special people in your life.

**OUR EXCLUSIVE OFFER TO YOU**

Enjoy complimentary shipping for every Gift Certificate valued at \$100 or more with your purchase at [reddoorspas.com](http://reddoorspas.com)

Give a gift they will truly enjoy and remember. Visit [reddoorspas.com](http://reddoorspas.com), select FedEx 3-day shipping and enter promo code during your online checkout process.

PROMO CODE: XXX

Offer ends October 31, 2008. Offer valid online at [reddoorspas.com](http://reddoorspas.com) only. Complimentary FedEx 3-day shipping will be awarded to each gift certificate/gift card with a value of \$100 or more purchased in a single transaction. Promo code may only be redeemed once.

*Need a gift in a hurry?*

Our convenient online Print-A-Gift feature at [reddoorspas.com](http://reddoorspas.com) allows you to print a gift certificate in just minutes!

[reddoorspas.com](http://reddoorspas.com)

 red door spas  
Elizabeth Arden

Nothing is sweeter than a  
Red Door indulgence...

red door spa gift certificates

With any Gift Certificate purchase of \$75 or more  
receive a gift box of handcrafted artisan chocolates  
*by Knipschildt Chocolatier*

Promotion ends February 14

beauty  
harmony  
well being



**VALENTINE'S DAY**  
**IN-STORE SIGNAGE; ONLINE**  
**RED DOOR SPAS**  
**FEBRUARY 2008**

for every face...a perfect facial



facing  
the  
*beautiful*  
facts

With any facial service, receive a 10% discount on your retail purchase of VILLA FLORIANI, ESOLUTIONS, SKINCEUTICALS, B.KAMINS and PHYTOMER

Offer valid on day of facial service February 15 - March 17

 red door spas  
Elizabeth Arden

866.RED.DOOR | [reddoorspas.com](http://reddoorspas.com)

**FACIAL PROMOTION  
IN-STORE SIGNAGE; ONLINE  
RED DOOR SPAS  
FEB - MARCH 2008**



**HAIR PROMOTION**  
**IN-STORE SIGNAGE; ONLINE**  
**RED DOOR SPAS**  
AUGUST 2007

We'd like to say **congratulations**  
on your engagement and  
**thank you** for joining our  
exciting bridal event!



Did you know that Red Door Spas has put "wedding wow" in a variety of wonderful services and packages? From massages to makeup artistry, from facials to fabulous treatments, hair design, nail care and more, we have brides-to-be from head to toe.

And don't forget our unique Bridal Packages (we haven't forgotten the groom!) and bachelorette spa-celebrations. If you want to radiate inside AND out on your special day, come say "I do" to Red Door Spas Bridal Services.

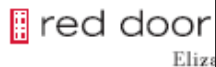
**SPECIAL "BOUQUET TOSS" OFFER!**

**15% off** any service or retail purchase of \$10 or more.

1399 Franklin Ave., Garden City, NY 11530  
Woodbury, NY 11797  
7917 Jericho Turnpike, Woodbury, NY 11797

reddoor

\*Expires 11/30/07. Valid Sun-Thurs with select technicians. Not valid toward gift certificate purchases.



Your Bridal March Begins At  
**The Red Door!**



**BRIDAL EVENT  
POSTCARD  
RED DOOR SPAS  
MAY 2007**



*H*ere's to.....

the *beauty* of the holidays  
the *harmony* of family  
and *well-being* in the new year.

 red door spas  
Elizabeth Arden

**HOLIDAY GIFT CERTIFICATE CAMPAIGN**  
**DIRECT MAIL/EMAIL**  
**RED DOOR SPAS**  
**DECEMBER 2008**

*Wishing you beauty, harmony and well-being  
this season.*

*Happy Holidays!*

 red door spas  
Elizabeth Arden

## COVER STORY

(continued from page 27)

"So it was hugely inefficient. ... Every time you wanted to do something, it required separate programming, which took up people resources, dollar resources and time."

### Red Door Opens Up

A couple years ago, the beauty business took a hard look in the mirror. Red Door decided what information was most important to gather, in terms of building the company and meeting the needs of the guests, Walter says. Then Red Door opened up to its Stamford neighbor, database and analytics services firm Data Square.

Devyani Sath, chief executive officer, founder and head of client relations of Data Square, says the entire process took a year, and of that, 60 to 90 days involved actual dashboard implementation. In February 2008, Red Door could begin observing graphs of its key performance indicators.

To that end, Sath states the Data Square team designed the dashboard to include the following functionality:

1. A historical trend reporting module, with year-over-year comparison benchmarks and deltas vs. point-in-time reporting, as seen in typical dashboards. In addition, Data Square tightly integrated marketing campaign objectives with development of the KPIs to better enable trend reporting.

2. A forecasting module, fired by back-end predictive analytics that enable customer-level targeting for appropriate marketing action.

3. A campaign evaluation module, which enables rigorous control group-based comparisons between campaigns. This can occur both at the detail level and through drill downs by marketing objective, channel, offer, timing and list.



Red Door Spa Holdings saw a 9.3 percent incremental lift during its December 2008 holiday gift certificate campaign, aided by insight from its dashboard.

4. Multilevel functionality for relevant KPIs. That includes overall business health and its drivers, by targeting segment (driven by advanced analytics) and by spa.

### Dashboard-driven Results

By Mother's Day 2008, Walter says, the dashboard really started paying off. Dashboard insights began influencing marketing program creation.

Sath notes the dashboard's technical capabilities: "The dashboard allows us to evaluate the impact of different dimensions to easily identify the winning combination of offer, audience, channel, etc., that deliver[s] the highest incremental response rate (measured against a control group)."

Put another way, Walter says the highest incremental lift Red Door saw during a campaign "pre-dash-board" was around 4 percent. Additionally, he questioned whether employing e-mail-only direct marketing campaigns was a better investment than e-mail supplemented by direct mail, as direct mail was more costly. Dashboard tracking showed Walter that a Red Door e-mail and postcard campaign experienced a nearly 300 percent greater lift than that of an e-mail-only campaign.

Since installing the dashboard, Red Door has been able to track the results of more than 100 campaigns. That includes one of its most successful—the December 2008 e-mail and direct mail gift certificate campaign. The guests, as Walter refers to them, each received offers of \$25 gift cards if they purchased two gift certificates valued at \$100 or more, or \$20 off of retail prices for buying at least \$100 in gift cards or certificates at a spa. A control group, always composed of at least 1,000 customers, received nothing.

Targeted consumers, identified through predictive analytics and segmented out on the dashboard as "core recent" guests, responded well to the holiday campaign.

## HOLIDAY GIFT CERTIFICATE CAMPAIGN DIRECT MAIL/EMAIL RED DOOR SPAS DECEMBER 2008

Cover Story – Target Marketing Magazine – June 2009

Having eggnog & cookies regret?



Seeking cover from the in-law invasion?



Holidays overflowing with stress?

Ready to trade 'peace & joy'  
for 'peace & quiet'?



Desperate for just one silent night?



You need a holiday from the holidays!

**WEBSITE FLASH INTRODUCTION –REDDOORSUITEESCAPE.COM**  
**RED DOOR SPAS**  
**DECEMBER 2008**