

Home Page | My Account | My Shopping Cart | My Order History | My Favorites

**Don't Miss Out on Your FREE GIFT!**  
 (WITH A \$50 PURCHASE)  
 It's the last week to take advantage of Overstock.com's  
 Movin' & Savin' Event!  
[Click here](#)

**Hey, Joel!!!**

**It's the FINAL WEEK**



to save during the Overstock.com Movin' & Savin' Event!  
**Don't Miss Out!**  
[Click here](#)

Spend just \$50 - select from 10 cool gifts!  
 Spend \$100 or more - select from 30 gifts!  
 Spend \$150 or more - select from 50 gifts!

Click [HERE](#) to view free gifts!

Due to popular demand, we've extended the  
**FREE GIFT GIVEAWAY**

on

N

The mo

Just place shopping cart

Hurry, t

**We're Movin', You're Savin'**

Which **BONUS** Will You Choose?



Overstock.com's **Movin' and Savin' Event!**  
 Hurry! Only 13 Days Left

Lighting **Movin' and Savin'**



**'Tranquility' Art Glass**

Light up your home with this beautiful, distinctive table lamp! Master artisans have hand-painted soothing hues of

Overstock.com's **Movin' and Savin' Event!**

**ONE MONTH ONLY!**  
 June 26, 2000 to July 26, 2000

Decorative Accessories **Big Discounts**

Nautica This Nautica 'Whisper' Vase is the perfect designer piece to

Since Overstock.com was moving into a new warehouse, it gave us a natural, credible reason to communicate with their existing and potential customers through e-mail to encourage quick response. ■ We developed a four-week e-mail campaign, with a message each week playing off the theme *We're Movin'—You're Savin'.* Each week we counted down to the final days of the event. Following the actual move, we extended the offer as a celebration of a bigger and better Overstock.com with even more products at up to 70% off. ■ Our goal was to increase response from 15-20%. Our campaign increased the open rate by 300%, the click through rate by 355%, the acquisition rate of new customers by 436%, the conversion rate of visitors to purchasers by 752%, the average invoice amount by 8%, and the revenue generated per e-mail sent by 641%.

Making a big  
 move for  
 Overstock.com