

Report Attachment 2: E-Marketing Program

1. Top performing e-blast communications in 2022:

1.1.



GIANT TIGER
toronto zoo

join us for
TIGER WEEKEND

Friday, July 29th - Monday, August 1st

Join us for a globally recognized celebration of **International Day of the Tiger, Friday, July 29th**, and throughout the long weekend presented by Giant Tiger to celebrate tigers here at our Zoo and their wild counterparts!

There will be plenty to see and do at your Toronto Zoo, including exciting tiger enrichment, tiger sticker giveaways, the limited edition TigerTails BeaverTail, the Tiger Shop in Eurasia Wilds, plus opportunities to learn about tigers at every turn!

Giant Tiger will also be onsite **Friday, July 29th**, and **Saturday, July 30th**, with giveaways and a visit from their mascot Friendly, the Giant Tiger. We've also planned some enrichment for our tigers and opportunities for guests to learn all about these magnificent animals!

Vasili

LEARN MORE

Harimau **Mila** **Mazyria** **Kenala** **Vasili**

To learn more about our tigers visit our Year of the Tiger page by clicking the button below!

LEARN MORE

1.2.

Tiger weekend promo

Unique Click Rate: 4.82%

Unique Open Rate: 78.8%

2.1.



toronto zoo

UPCOMING EVENTS & REMINDERS

Please note that the Zoo will not be open until
10:30am on Sunday, November 27th

SANTA'S WINTER WORKSHOP & holiday tour

Join us December 11th for a merry adventure spending the day creating gifts for some of our animals, riding the Winter Zoomobile and dropping off your letters to Santa himself!

Learn More

Holiday DROP & SHOP

Need some time to do some holiday shopping?

Drop the kids at the Zoo on December 10th where they will enjoy behind-the-scenes encounters, animal-related activities, games, and more!

Learn More

2.2.

Holiday promo

Unique Click Rate: 3.72%

Unique Open Rate: 75.1%

Note: in the actual emails these have gifs and video content embedded which is something new for our e-marketing that makes them even more appealing!