

HARDWARE CASE STUDY

STRONG OFFERS IN THE MAILBOX = HIGHER ROI

► *Objective:*

Increase traffic and ROI

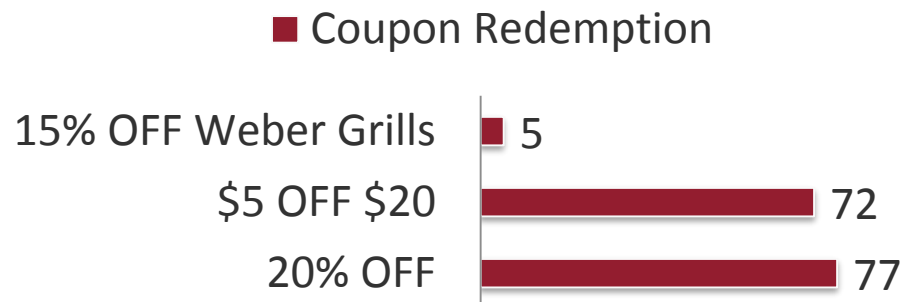
► *Media Used:*

Coated Value Sheet

MSPARK APPROACH:

- Target 15,674 households surrounding the store location
- Utilize strong offers such as:
 - 20% off regular priced item
 - \$5 off a \$20 purchase
 - 15% off Weber Grills
 - Discounted STIHL equipment

RESULTS:



- Sold 16 pieces of STIHL equipment
- \$8.76 ROI for every ad dollar spent