

FURNITURE RETAILER CASE STUDY

DRIVE INCREMENTAL CUSTOMERS & SALES

► *Objective:*

Develop a marketing strategy that would not only reach consumers most likely to purchase furniture, but also not waste valuable advertising dollars.

► *Media Used:*

Oversize 4 PG Insert



MSPARK APPROACH:

- Mail Targeted Print & Mail to targeted zip codes surrounding the store location with a propensity to purchase furniture
- Design an attractive ad with appealing offers for living room sets and bedroom sets

RESULTS:

- First day of the “Back to School” Promotion generated \$20,000 in gross sales revenue
- Return on Investment: \$16,090
- Doubled the business over previous year’s event

“We received a major boost in sales on the day the Mspark piece hit the mailbox.”

—Satisfied Client