

FURNITURE CASE STUDY

PROMOTE SPECIAL EVENTS WITH SHARED MAIL

► *Objective:*

A local North Carolina furniture store was looking to drive traffic from areas with current population growth to create a response for an upcoming weekend promotion.

► *Media Used:*

Oversize Sheet

MSPARK APPROACH:

- Target the best ZIP Codes covering 63,000+ households with areas that have new population growth and construction
- Create an eye-catching ad focusing on the upcoming event
- Increase visibility of brand by having a consistent 7x mailing
- Place attractive offers on each mailing

MAILING RESULTS:

- **400 customers attended event**
- **Total # of Sales: 67**
- **Sales Generated: \$56,000**
- **Return on Investment: \$51,600**
- **For every \$1 spent on shared mail, resulted in \$12.73 in sales**

“My only complaint is that this piece works so well, we can’t handle all of the business!”

–Satisfied Client