

Introducing Mspark's Premier Product:

THE IMPACT POSTCARD

Built for delivering multiple messages in a single mailing to your best customers and prospects

The Impact Postcard mails outside of our shared mail package and is the first thing a person sees when they open their mailbox. By featuring your offers on the Impact Postcard, you can be sure that your message will reach your target audience in a professional and personalized manner.



WHY CHOOSE THE IMPACT POSTCARD?

It can be targeted to the carrier route level and then personalized at the household level, which means that you can create one-on-one messaging to households around your locations with no wasted ad spend.

Because of the premier level of targeting and personalization, you can deliver multiple offers (i.e. loyalty, acquisition and prospect) in a single mailing.

It's also great way to deliver your promotions and offers on a regular basis. We have many clients that use this approach because frequency builds results. The more they mail, the better their ROI.

So why choose the Impact Postcard? It has a distinct advantage from other postcard offerings in the market that is a big benefit to you...a substantial cost savings. In many cases our prices can be less than half of the competition because the Impact Postcard is shipped on the outside of our direct mail package with a shared mail rate.

THE IMPACT POSTCARD IS GREAT FOR:



GRAND
OPENINGS



MULTIPLE
LOCATIONS



GENERATING
AWARENESS



LOYALTY
MESSAGES



COMPETITIVE
BLUNTING



MAILING
FREQUENCY



CUSTOMER
ANALYSIS



PRODUCT/OFFER
ANALYSIS

What is the Impact Postcard?

The Impact Postcard is a lot like other postcards you have received in the mail from various companies but comes with that much lower shared mail pricing rate. We have three versions of this product to suit your advertising needs.

“The advantage of shared mail is that you can get a very clear read on who is redeeming and what impact it's having on your business.”

– National Restaurant Chain

SIZE AND MAILING OPTIONS FOR OUR IMPACT POSTCARD:



IMPACT FIXED POSTCARD

The Fixed Impact Postcard allows you to deliver the same message to households around your location(s).

FEATURES:

- Targeting with predictive data and your customer data (if available)
- Addressed to the customer

SPECIFICATIONS:

- 5" x 8.5" size
- full bleed postcard (images printed to the edge of the card)
- 9pt coated cardstock on both sides for a more substantial piece that lends visual weight and strength to your postcard



IMPACT MESSAGE POSTCARD

The Impact Message Postcard allows you to take your targeting to the next level by delivering personalized messages to each household.

FEATURES:

- Personalize message with the customer name
- Vary messages and offers in black text on address side
- Target with predictive data and your customer data (if available)

SPECIFICATIONS:

- 5" x 8.5" size
- full bleed postcard (images printed to the edge of the card)
- 9pt coated cardstock on both sides for a more substantial piece that lends visual weight and strength to your postcard



IMPACT IMAGE POSTCARD

Need to personalize your message and images? The Impact Image Postcard allows you to do both.

FEATURES:

- Personalize message with the customer name
- 4 color image variability on both sides
- Vary messages and offers on both sides of the postcard
- Target with predictive data and your customer data (if available)

SPECIFICATIONS:

- 4" x 9" size
- full bleed postcard (images printed to the edge of the card)
- 9pt coated cardstock on both sides for a more substantial piece that lends visual weight and strength to your postcard

Use Cases for the Impact Postcard

Here are some use case ideas for you to utilize our stand-alone and cost-effective Impact Postcard to bring traffic and sales to your locations, as well as analyze your customers and offers.



GRAND OPENINGS

Make your new store profitable faster by using the Impact Postcard to generate awareness of your new location, drive traffic on opening day, and establish your new customer base long after the grand opening has passed.

MULTIPLE LOCATIONS

Do you have multiple locations with specific requests to market but a smaller budget? Combine all locations into one mailing giving each location the ability to customize the offers AND add personalization to the messages plus name callouts.

GENERATE AWARENESS

What better way to promote your locations than with a highly visible postcard at half the cost of regular direct mail. You could generate awareness for discounted products or services, free shipping, buy more/save more, new hours or exclusive items to name a few.

LOYALTY MESSAGES

Your loyal customers desire to be set apart from other consumers. Our Impact Postcards give you the ability to reward your loyal consumers with personalized messages and offers. In addition to loyalty, you can also acquire new customers in the same mailing with a different, more aggressive offer and save money in the process.

COMPETITIVE BLUNTING

Go after your competition directly with the Impact Postcard. Mail an aggressive offer to the consumers who we know use your competition to convert them over to you. We have seen this tactic work on many occasions. How well does it work? One of our optical clients had a \$4 to \$1 ROI after mailing one test location to combat competition that had entered into the marketplace.

FREQUENCY

Apart from our monthly programs we also offer bi-monthly and weekly programs in select markets to continue to mail your customers in order to stay relevant with them. Consistent and appealing offers delivered to your best customers via the Impact Postcard is a proven way to increase traffic and sales.

DATA ANALYSIS & POSTCARDS

One of our national clients utilized our consumer analytics team to analyze underperforming markets using a combination of predictive data (geography, demographics, consumer expenditure data, consumer behavior and brand preferences) and current customer data. Based on our team's analysis, the client was able to fine-tune their mail profile and have seen 22 consecutive quarters of same store sales growth in the former underperforming markets. They have also enjoyed 13 consecutive quarters of outpacing industry performance.

PRODUCT & OFFER ANALYSIS

Our variable Impact Postcards provide the ability to test what offers and promotions are more likely to drive response from your customers. We can track responses at the household level to see who responds to which offers and what is the lowest price you can offer that still drives response. All of this can be done in a few mailings and will allow you to increase your ROI and improve your mailing profile.

[VIEW SUCCESS STORIES](#)



Driving Real Results with the Impact Postcard

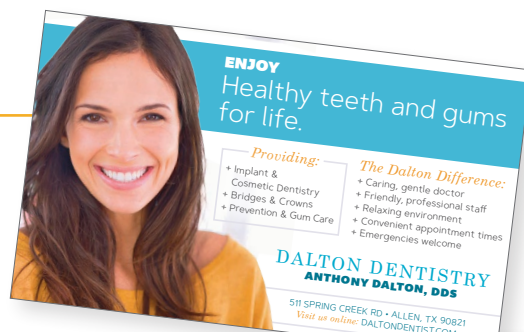
SUCCESS STORY #1

MULTI LOCATION DENTAL PRACTICE

OBJECTIVE:

Looking for a cost-effective solution, a multi-location dental practice turned to shared mail for 6 offices that were needing to grow their business and encourage repeat visits.

MEDIA USED: Impact Postcard



MSPARK APPROACH:

- Utilize frequency by mailing 19 in-home dates over an 11-month period between all 6 locations
- Target specific ZIP Codes around locations to drive business
- Mail a high visibility, high readership piece reaching approximately 79,000 households

RESULTS:

After 3rd in- home date,
two locations had

COMPLETELY BOOKED ALL NEW PATIENT APPOINTMENTS

NEW PATIENTS ARE BECOMING LONG-TERM PATIENTS

Driving Real Results with the Impact Postcard

SUCCESS STORY #2 NATIONAL FITNESS CHAIN – SINGLE LOCATION TEST

OBJECTIVE:

A national fitness chain was searching for ways to increase new member enrollment & grow market share.

MEDIA USED: Impact Postcard

MSPARK APPROACH:

- Target ZIP Codes surrounding a location, reaching 71,000 households
- Make aggressive offers & highlight key differentiators
- Utilize the Impact Postcard to deliver the targeted offers

RESULTS:

Initial mailing produced over

800 NEW MEMBERS

Cost effective – the Impact Postcard allows them to reach

3x AS MANY HOMES

for the same price as solo mail



You expect these kind of numbers from a new location, but we were very pleased for an established gym like this one to recruit this many members!

– Satisfied Client

Driving Real Results with the Impact Postcard

SUCCESS STORY #3 NATIONAL GROCERY CHAIN – SINGLE LOCATION TEST

OBJECTIVE:

A longtime client was searching for a new product option to reach key audiences and drive results throughout the month.

MEDIA USED: Impact Postcard with Barcoding

MSPARK APPROACH:

- Utilize the Impact Postcard to create ads with high visibility
- Stagger coupon acceptance dates to consistently drive traffic throughout the month

RESULTS:

Grocers rely on weekly circulars to drive consumer traffic on a consistent basis. The Impact Postcard's stand alone placement and personalized experience increases response rates and drives traffic.

4,118

Coupons redeemed over the course of 1 month:
31% redeemed in week 1
25% redeemed in week 3

\$3

BACK

for every
\$1 spent on
advertising




ABOUT MSPARK

We help companies reach people and grow their businesses by advertising to current and potential customers in rural America through shared direct mail.

Founded in 1988, Mspark is the premier mailing company serving rural America, with over 27 million households in our distribution footprint. The Mspark team prides itself on being a trusted partner for our 3000+ clients. Our value-oriented print and media distribution focuses on delivering measurable results and meaningful ROI in rural markets across America.

**LEARN HOW MSPARK CAN HELP YOU INCREASE
TRAFFIC AND SALES FOR YOUR BUSINESS.**

 **1-855-209-8881**

