

Impact Postcard Barcoding Success

Grocery Chain

Challenge:

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



MSPARK APPROACH:

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

RESULTS:

- **4,118** coupons redeemed over the course of 1 month
 - **31%** redeemed in week 1
 - **25%** redeemed in week 3
- **Received \$3 back for every \$1 spent on advertising**

KEY TAKEAWAY:

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.

