

LOCAL GROCERY CASE STUDY

FREQUENCY + STRONG
OFFERS = REDEMPTION

► *Objective:*

Increase ROI and Traffic

► *Media Used:*

Targeted Print & Mail Insert

MSPARK APPROACH:

- Mail households surrounding the grocer's location
- Promote weekly offers such as:
 - Week 1- Milk
 - Week 2-Eggs
 - Week 3-Bread
 - Week 4- Value Tissue Paper

RESULTS:

- 353 coupons redeemed from only 1 mailing
- The most popular coupon: Milk- 216 coupons redeemed
- Client received over \$10,500 ROI
- For every dollar spent, the client received \$11.33