

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

NATIONAL GROCER CASE STUDY

MULTIPLE SOLUTIONS DRIVE ROI FOR GROCERY

▶ Mspark has a proven monthly promotional program to drive incremental dollars and create store traffic for grocers.

▶ *Media Used:*

- Impact Postcard
- Wrap Page
- Targeted Print & Mail

MSPARK APPROACH:

- Defend market share amongst heavy competition by mailing high visibility, high readership turnkey solutions
- Mail households surrounding grocer's location
- Consistent mail frequency to increase traffic & sales
- Utilize the Impact Postcard where ZIP Codes are available
- Utilize turnkey products such as WRAP page or Insert when ZIP Codes are not available for Impact Postcard
- Incentivize customers with aggressive coupon offers

RESULTS:

- Unique Customers Gained during Promotional Period = 3,794 (14%)
- Household Redemption Range per Mailing = 2%-9%

Product	Coupon Redemption Range per Mailing	ROI (\$ return/\$ spent)
Impact Postcard A	17%-25%	\$10
Wrap	22%-32%	\$42-\$58
Impact Postcard B	4%-13%	\$20-\$40
Targeted Print & Mail	9%-20%	\$34-\$78

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.

