

AUTO SERVICE CASE STUDY

MAXIMIZE RESPONSE AND ROI WITH THE MAILBOX

► *Objective:*

A auto service company was searching for new ways to increase sales and customer traffic to their location.

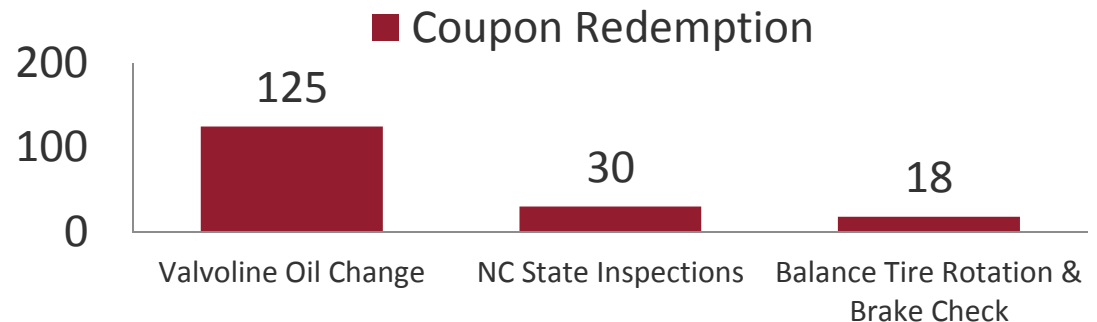
► *Media Used:*

Wrap (4 Pg. Set)

MSPARK APPROACH:

- Target WRAP Zone(s) surrounding the auto service location
- Mail a high visibility, high readership piece reaching over 30,000 households
- Utilize strong offers such as:
 - Valvoline Oil Change
 - Balance Tire Rotation & Brake Check
 - NC State Inspection for only \$22.00 per offer

RESULTS:



- In one month, the client received 173 Coupons
- Received over \$7,000 ROI