

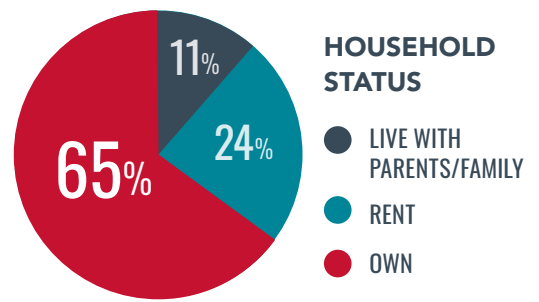
HERE'S WHY

CONSUMERS IN OUR MARKETS SHOULD BE AT THE TOP OF THE HARDWARE RETAILER'S TARGET LIST

1. 65% OF HOMEOWNERS IN OUR GEOGRAPHY own their own home

- That's 18,070,000 households
- \$633 annual hardware spend

ANNUAL MARKET POTENTIAL:
\$11,438,310,000



OUR CONSUMERS' LIVES ARE CENTERED AROUND THEIR HOME.



47%

more likely to live on a 1+ acre lot



35%

more likely to be a DIYer

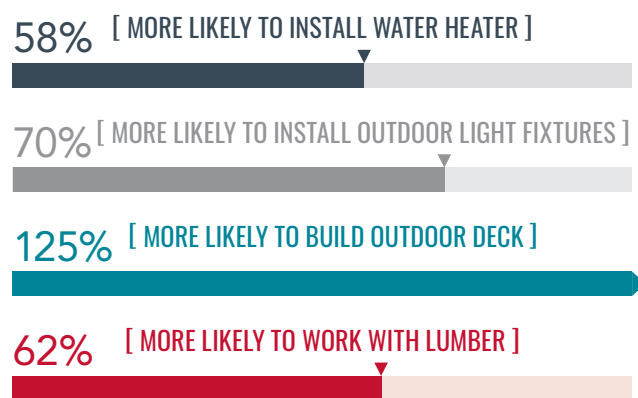
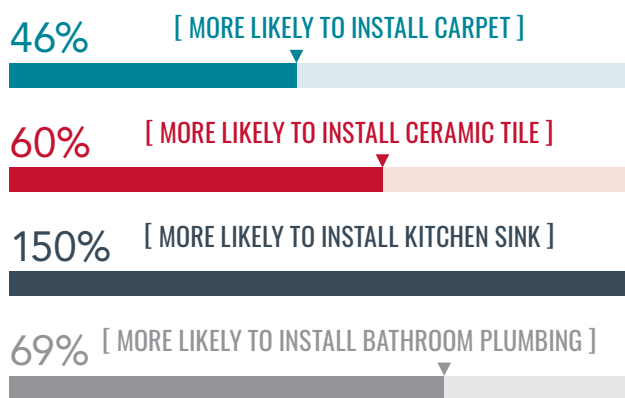


30%

more likely to have a home flower or vegetable garden

2. CONSUMERS IN OUR GEOGRAPHY are more likely to DIY

Our consumers are more likely to have purchased home improvement supplies and completed the project themselves in the past 12 months than their urban counterparts:



3. CONSUMERS IN OUR GEOGRAPHY ARE ALSO more likely to own the tools they need TO COMPLETE HOME IMPROVEMENT PROJECTS



57%

more likely to own a portable generator



56%

more likely to own a radial arm saw



53%

more likely to own an electric planer



51%

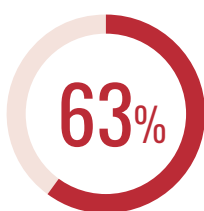
more likely to own an air compressor

- 43% more likely to own a **band saw**
- 44% more likely to own a **bench/table circular saw**
- 29% more likely to own a **wet/dry shop vac**
- 46% more likely to own an **electric ratchet**
- 49% more likely to own an **electric router**
- 39% more likely to own an **electric sander**

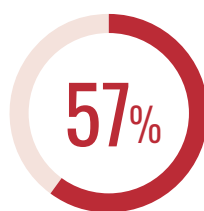
(Source: Simmons – Winter 2020 NHCS Adult Study 12-month)

4. What advertising medium INFLUENCES THESE CONSUMERS THE MOST?

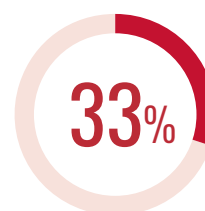
• ADS THEY RECEIVE IN THEIR MAILBOX •



of homeowners in the U.S. said they usually read the offers they receive in their mailbox.



responded to an ad or coupon in their mailbox in the past 12 months.



said direct mail is the best source for finding coupons.

(Source: AdMall Monthly Consumer Survey)

We offer solutions that can help you grow business in the short term, driving traffic for special events and promotions, and in the long term, building a marketing strategy designed to increase results year over year.

5. HOW MSPARK CAN HELP drive traffic back to stores

Retool your strategy to gain customers now and continue to build into 2021 and beyond with a marketing mix that positions you to capture your most profitable customers.

- **The Mspark Quick Response New Mover program** is a value-oriented, fast-to-market postcard that gives hardware retailers the ability to reach movers to your area first and turn them into long-term customers.
- **Mspark's shared mail programs drive traffic back to stores by boosting circular reach.** We offer strategies to increase distribution by strategically targeting your best customers to increase store or website traffic and increase ROI.



“Mspark's shared mail program helps us increase store traffic each month by reaching homeowners that no longer subscribe to the newspaper. We look forward to our continued successful partnership with Mspark.”

– Satisfied Client

As your marketing and advertising partner, we can help you develop a game plan for success to beat competitors, drive your best consumers with targeted ads, and optimize your regular print program.

ABOUT MSPARK

Mspark, a national media distribution company, has been delivering value-oriented advertising solutions through direct mail to partners since 1988. Mspark's comprehensive data-driven insights on consumer behavior helps organizations access and activate the target audiences they want to reach. With a distribution footprint of over 27 million households, the Mspark team takes pride in being a trusted partner that delivers measurable results and meaningful ROI to more than 3,000 clients.

READY TO GROW YOUR BUSINESS?