

HELP YOUR BUSINESS SUCCEED

with Powerful Marketing Tools

Better marketing solutions for your business

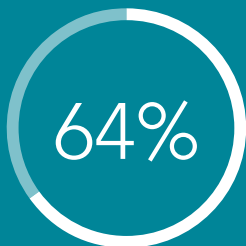
2020 ignited a fire under homeowners & DIY'ers leading to record profits and revenues. Continue to capitalize on this opportunity in 2021 with Mspark's ability to drive your business forward.



80% of DIY consumers purchased products inside a brick-&-mortar location in February



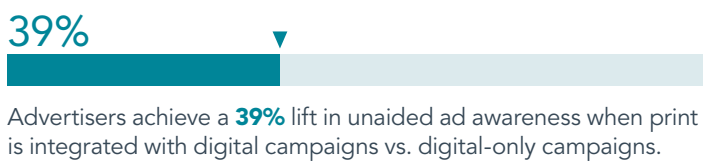
75% of DIY consumers plan to start a new project in the next month (Spring 21')



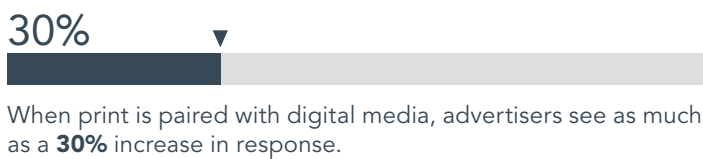
64% of DIY shoppers responded to an ad in their mailbox in the past 12 months

DIRECT MAIL DOES MORE THAN SIMPLY ENGAGE CONSUMERS; IT drives awareness and purchase intent.

PRINT + DIGITAL INTEGRATION



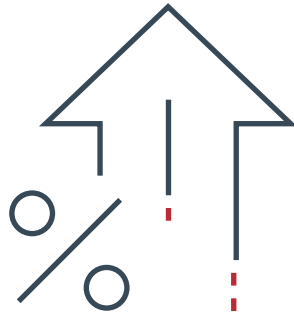
Advertisers achieve a **39%** lift in unaided ad awareness when print is integrated with digital campaigns vs. digital-only campaigns.



When print is paired with digital media, advertisers see as much as a **30%** increase in response.

Print drives **11%** purchase intent compared to only **4%** with digital alone.

That's a **175% INCREASE** when anchoring your digital campaign with print!



Did You Know?

Adding a direct mail component to your marketing mix gives you a powerful tool to help achieve your goals. Engagement with the mailbox is at an all-time high:



11 MINUTES spent sorting, opening and reading mail daily



79% look forward to checking their mailbox each day



69% increase in daily mail engagement since March 2020

Direct Mail Solutions to Fit Any Need & Budget:

QUICK RESPONSE NEW MOVER PROGRAM

- Target pre-movers and new movers within 2-3 business days of their move.
- Reach a highly valuable audience that makes 70+ brand decisions and spends an average of \$9,000
- Stand-alone, high quality postcard to spotlight your message

IMPACT POSTCARD

- 1-1 loyalty and acquisition messaging in one mailing
- Build awareness and brand consideration
- Personalized for better engagement and response

TARGETED INSERT

- Low cost, high ROI
- Maximize budget and extend reach
- Target ideal consumers in-need of your services for better response



See How Our Shared Direct Mail Has Helped Businesses Like Yours Drive Traffic & Increase ROI:

Success Story

HARDWARE RETAILER ANNIVERSARY SALE EVENT

OBJECTIVE:

A hardware retailer wanted to increase store traffic and sales during their annual Anniversary Sale.

OUR APPROACH:

Quick Response New Mover Postcard

- Target top zip codes and zip splits with consumer expenditure and demographics
- Mail to over 56,000 surrounding households promoting their annual Anniversary Sale
- Utilize strong coupon offers to drive traffic

RESULTS:

In pre- and first-day sales during Anniversary Sale event

\$54,000

Increase in ROI

30%

Our Leading Hardware Partners Include:



Source: Tracking DIY Home Improvement Activity in 2021; Home Improvement Research Institute (HIRI), February 26, 2021; 2020 AudienceSCAN®; Millward Brown Print Campaign Analysis; Connecting for Action - Canada Post Neuroscience Report.

ABOUT MSPARK

Since 1988, Mspark's comprehensive data-driven insights on consumer behavior have helped our clients access and activate the target audiences they want to reach. We take pride in being a trusted advertising partner to more than 3,000 clients, driving cost-effective, measurable results through national reach (116+ million households), precision targeting, and integrated campaigns.

www.mspark.com

READY TO GROW YOUR BUSINESS?

