

# 7 FACTS

## WIRELESS COMMUNICATIONS MARKETERS SHOULD KNOW

### 1. CONSUMERS IN OUR MARKETS ARE *ready to switch*

29% of our consumers plan to purchase a new mobile phone or switch providers in the next 12 months or less.

(Source: Prosper Insights & Analytics Monthly Consumer Survey)



### 2. *but why* ARE THEY SWITCHING?



cited pricing and value as their reason for switching phones or providers

(Source: Prosper Insights & Analytics Monthly Consumer Survey)

### 3. ECONOMIC UNCERTAINTY AFFECTS *spending habits*

Combine a desire for value with economic uncertainty due to COVID-19, and consumers are even more budget conscious than ever. Since COVID-19, consumers are adjusting their spending habits:



**36%**

Plan to try to stick to a budget



**31%**

Plan to consider each purchase more carefully



**46%**

of consumers are more interested in deals, coupons, or promotions now than before COVID-19.

(Source: Prosper Insights & Analytics, Valassis Consumer Survey May 2020)



### 4. *competition heats up* IN A MATURE INDUSTRY

The industry continues to consolidate, with providers fighting to maintain and grow their share in a mature industry. Now more than ever, it is important to position your products and services as offering the most value to consumers who are weighing their spending options carefully.

### 5. WHAT'S THE MOST EFFECTIVE WAY TO *communicate value?*



**Nationwide, 65%** of potential mobile/wireless provider switchers have responded to a promotion or offer in their mailbox in the past 12 months.



of those consumers said they usually read the offers they receive in their mailbox



believe direct mail is the best source for promotions and offers.



base buying decisions on available promotions and offers available to them

(Source: AdMall Monthly Consumer Survey)

### 6. NOT ONLY DOES DIRECT MAIL COMMUNICATE VALUE; IT *reinforces your brand & blunts competitors*

- Keep your brand top-of-mind by placing it in your customer or prospect's mailbox and blunting competitors.
- Whether you choose the impact postcard, wraps or a variety of insert options, we find optimal results come from replicating your online branding and design.
- By reinforcing awareness developed online, we can help you drive the next action step of traffic to your website or store locations.



### 7. DIRECT MAIL *drives response*

See how our shared direct mail has helped businesses like yours drive traffic and increase ROI.

## SUCCESS STORIES

#### NATIONAL WIRELESS CARRIER

**Objective:** Increase Foot Traffic  
**Solution:** Mega Sheet  
**Result:** 300,000 New Subscribers gained

"Phenomenal Results!"

#### NATIONAL WIRELESS PROVIDER

**Objective:** Generate Online and In-store Traffic  
**Solution:** Wrap & Inserts  
**Result:** \$2.51 cost per acquisition

"71% customer growth."

#### PRINT AGENCY FOR NATIONAL COMMUNICATIONS PROVIDER

**Objective:** Call Center Leads  
**Solution:** Impact Postcard  
**Result:** \$41 Cost Per Call

"Delivering 12x the response of other print programs."

By partnering with Mspark, you leverage direct mail experts who are familiar with your industry and needs. We offer full service: data analytics, design, print, postage, delivery, and reporting, as well as a variety of products to fit your budget and goals. We target to the carrier-route level, allowing you to focus on consumers who are eligible for your services and most likely to do business with you. Reach out to discuss your goals and strategy today!

## 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?