



# Start Your Black Friday Planning Now!

DIRECT MAIL + DIGITAL SOLUTIONS



**Key Opportunities for Retail during Black Friday:** Capitalize on the year's most significant shopping event with a data-driven marketing approach:

- Identify key customer segments,
- Deploy targeted campaigns
- Execute a performance-focused strategy designed to drive measurable results and maximize ROI.



Shared Mail



**Our Approach:** We prioritize what we know about **your audience** and goals to deliver full-funnel, data-driven marketing solutions.



Digital Display & CTV



**Proven Results:** When Mspark's **data-driven solutions** are paired with our clients' first-party data, we can guarantee an ROI – simple as that. Share your data, and our team of data experts will run a post-campaign analysis at no additional cost.



\*Source: Forbes, Dec. 2024

Let's discuss the Audience That Drives Your Results.

Get started today at [mspark.com/contact](https://mspark.com/contact)

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