

Impact Image Postcard Success

Retail Discount Chain

Objective:

Retail Discount client with over 650 locations was looking for a cost effective solution from current solo program to promote their Grand Opening pharmacy stores.

MSPARK APPROACH:

- Utilize Impact Image Postcard to leverage existing customer data & variable messaging with personalization to increase ROI
- Segment households based on Current and Potential customers
- Offer store gift cards for transferring prescriptions to Potential Customers and reward Current customers to promote loyalty

RESULTS:

- 9%-10% redemption for current customers
- 0.6%-0.8% redemption for new customers
- Almost \$5 in sales for every \$1 spent on advertising
- Looking to utilize the Postcard for future Grand Openings where dates align

KEY TAKEAWAYS:

- Proof that the Impact Image Card exceeds in New Customer Acquisition.
- Rewarding Customer Loyalty creates brand awareness while increasing sales.