

FURNITURE STORES

# Turn Browsers into Buyers and Increase ROI with Omnichannel Solutions.



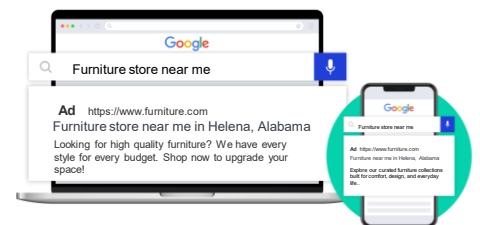
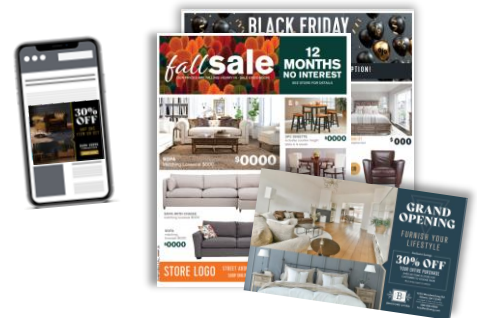
## Our Approach

- We prioritize what we know about your audience and goals to curate fully-integrated media campaigns.
- We harness the power of analytics to develop data-driven strategies that reach the right customers at the right time.



## Activation Opportunities

- Drive awareness with **CTV, DOOH, and Digital Display** within the radius you're most likely to acquire new customers.
- **Shared Mail Inserts** can help to increase consideration and response within the communities that matter most.
- Use **Paid Social Media** to reach highly targeted audiences and increase your local following.
- **Trigger Marketing** tactics can deliver relevant offers to likely high-intent customers like recent movers.
- Activate **Mobile Advertising** to reach shoppers near competitors' stores or actively shopping in yours.
- Use **Search Engine Marketing** to reach audiences searching for specific keywords, like 'Furniture store near me,' or convert them later with **Display Ad Keyword Retargeting**.



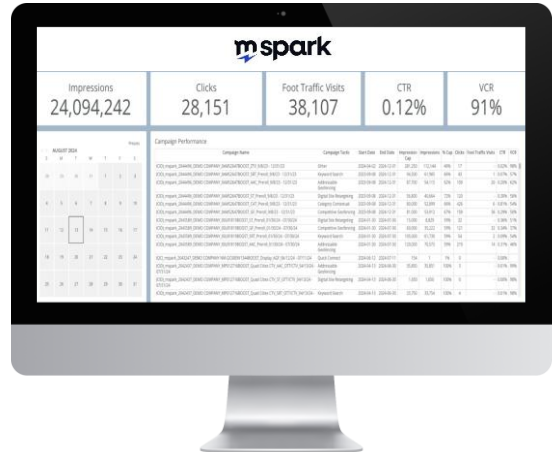
Let's Ignite Results for Your Business.



# Actionable Results.



**Our campaign reporting brings your strategic story to life.**



- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



## ABOUT US:

**Mspark** is a results-driven media marketing partner built for accountability. Our teams plan, activate, and measure fully-integrated media campaigns – anchoring strategy and audience intelligence directly to performance through client-first service.

### 135M

Targeted reach across all U.S. households through our direct mail and digital media solutions.

### 30,000+

Audience data insights leveraged in proprietary data models and custom audience curation.

### 38 yrs.

A media mainstay for nearly four decades—we've evolved alongside the national, regional, and local brands we serve.

### 3,000+

We have over 3,000 clients who trust us to build full-funnel campaigns to achieve their marketing goals.

# From Awareness to Assembly. Let's Get Started Today.