

NATIONAL GROCER CASE STUDY

MULTIPLE SOLUTIONS DRIVE ROI FOR GROCERY

▶ Mspark has a proven monthly promotional program to drive incremental dollars and create store traffic for grocers.

▶ *Media Used:*

- Impact Postcard
- Wrap Page
- Targeted Print & Mail

MSPARK APPROACH:

- Defend market share amongst heavy competition by mailing high visibility, high readership turnkey solutions
- Mail households surrounding grocer's location
- Consistent mail frequency to increase traffic & sales
- Utilize the Impact Postcard where ZIP Codes are available
- Utilize turnkey products such as WRAP page or Insert when ZIP Codes are not available for Impact Postcard
- Incentivize customers with aggressive coupon offers

RESULTS:

- Unique Customers Gained during Promotional Period = 3,794 (14%)
- Household Redemption Range per Mailing = 2%-9%

Product	Coupon Redemption Range per Mailing	ROI (\$ return/\$ spent)
Impact Postcard A	17%-25%	\$10
Wrap	22%-32%	\$42-\$58
Impact Postcard B	4%-13%	\$20-\$40
Targeted Print & Mail	9%-20%	\$34-\$78