

Acquire New Patients and Achieve Visible ROI with Integrated Campaigns.

OPTICAL: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



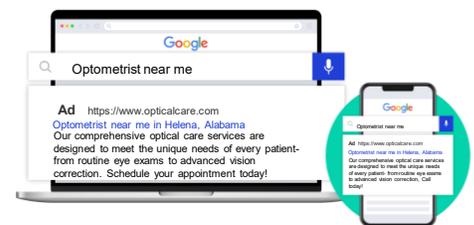
Our Approach:

- We prioritize what we know about your audience and goals to deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop platform-agnostic media strategies that reach the right customers at the right time.



Activation Opportunities:

- Drive awareness with **CTV, DOOH, and digital** with key target audiences within the radius you're most likely to acquire new patients.
- **Shared mail inserts** can increase consideration and response with promotions delivered to the communities that matter most.
- Use **paid social** to reach highly targeted audiences and increase your local following.
- Use **trigger marketing tactics** to deliver relevant offers to new movers who may be in need of a new optical care provider.
- Use **search engine marketing** to reach audiences searching for specific keywords, like 'Optometrist near me,' or convert them later with **display ad keyword retargeting**.



Let's Discuss the Audiences That Drive Your Results.

Get started today at mspark.com/contact

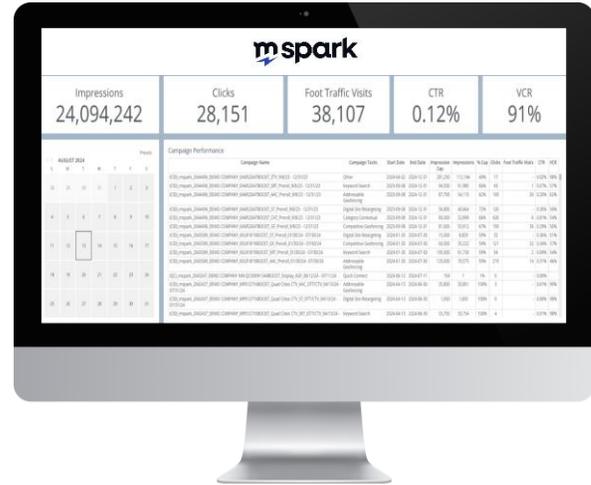


Actionable Results.



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 company that delivers measurable campaigns with guaranteed ROI. We enable audience-based targeting through multichannel marketing with full-device attribution for precise insights. Our full-funnel approach ensures that our clients optimize their marketing budgets while driving profitable growth.

37 years

Founded in 1988, we've spent 37 years building audiences and customer relationships.

30,000+

Audience data points for use in reaching and creating target audiences for your campaigns.

135M+

Targeted reach across 135+ million households through our digital and mailbox solutions.

3,000+

Over 3,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

MSPARK.COM

Ready to See Results? Let's Get Started Today.

