

Impact Image Postcard Success

National Pizza Chain

Objective:

Enhance current print program with Impact Image Postcard to increase sales and drive traffic.

MSPARK APPROACH:

- Target full ZIP Codes within delivery area around each location over a 4-week promotion period
- Segment Current/Loyal Customers based on online ordering frequency
- Segment Potential/New Customers into 5 groups

RESULTS:

- Compared to previous month:
 - **2,713** additional orders
 - **\$29,497** sales increase
- Compared to previous year in same promotional period:
 - **9,747 (59%)** additional orders
 - **\$54,128 (179%)** sales increase
- **22%** of responses came from Potential/New Customer segments
- Highest response rates came from New Movers and Families with Kids segments

KEY TAKEAWAYS:

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