



# Increase Deliveries with Consumers who Value Convenience.

DRIVE MORE SALES WITH DELIVERY-PRONE AUDIENCES



## Our Approach:

- We prioritize what we know about convenience-driven audiences and deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop measurable media strategies that track response and ROI - app downloads, website delivery orders, sales and more!



## Activation Opportunities:

- **Connected TV and Display Ads:** Target audiences that regularly order grocery or food delivery across all screens based on 3<sup>rd</sup>-party purchase data.
- **Shared Mail:** Optimize geographies based on zip code Food Delivery indexes, driven by a higher propensity of HHs who have:
  - Used Restaurant Website or App for Take-Out or Delivery in past 30 days
  - Used Food Delivery Website or App for Take-Out or Delivery in past 30 days
- **Paid Social:** Target audiences with grocery and food delivery behaviors or interest to drive new app downloads and orders.
- **Digital Out-of-Home:** Drive awareness of your delivery services and/or third-party delivery app partnerships in key geographies, like college campuses and communities with busy families.



Let's Discuss the Audiences That Drive Your Results.

Get started today at [mspark.com/contact](https://mspark.com/contact)

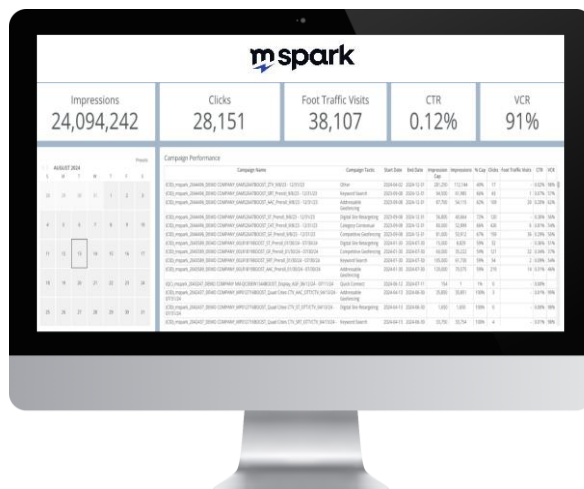




# Actionable Results.



**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.

### 6,000+

Over 6,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

[MSPARK.COM](https://mspark.com)

# Ready To Boost Delivery?

## Let's Get Started Today.

