



Maximize Response & ROAS with Mspark's Integrated Marketing Solutions.

DIRECT MAIL + DIGITAL SOLUTIONS



Our Approach:

- **Mail is our bread & butter.** Shoe retail shoppers respond to mail more often than other media.¹
- Digital advertising + mail can **increase response rates up to 450%** and increase conversion rates up to 28%.²
- **Offers drive action.** 61% of consumers have taken action after receiving advertising mail that included an offer.³



Amplify Your Brand During Peak Retail Holidays:

- **March 15:** Nat'l Shoe The World Day
- **April 20:** Easter
- **May 11:** Mother's Day
- **June 15:** Father's Day
- **July-September:** Back to School
- **November 28:** Black Friday
- **December 25:** Christmas



Proven Results/Case Study:

- **Integrated Campaign Delivered 200% ROAS for Mid-Sized Retailer.** Goal was to increase Sales and Foot Traffic to multiple locations over a holiday weekend.
- **Strategy:** Utilized online and offline profiles to target female homeowners 35-54 with a HHI of \$40-150k within a 25-mile radius of each retail location.
- **Measurement:** Calculated ROAS for the duration of the campaign and measured attribution with point-of-sale matchback.



RESULTS:

208
Direct Matches to Sales

200%
Return on Ad Spend

Sources: AdMall Media Response Last 12 Months, Shoe Shoppers.¹ U.S. Modern Postcard, Direct Mail Statistics 2023.² USPS Mail Moments, 2024.³

Ready to tap into rural America? [Email us](#) or contact us at 877-620-6320.

Mspark. You've Got Business Out Here.