

# Grow Efficient Foot Traffic, Sales, and Loyalty with Integrated Campaigns.

DISCOUNT/VARIETY: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



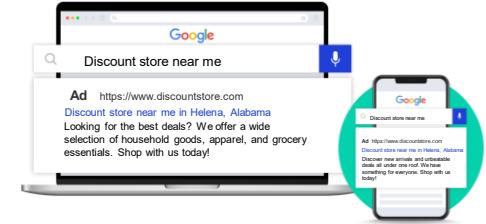
## Our Approach:

- 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 target audiences within the radius you're most likely to acquire new customers.
- **Oversized or 4-page shared mail inserts** can help you stand out and maximize space to promote a variety of products and offers in the communities that matter most.
- Use **paid social** to reach highly targeted audiences and drive local engagement.
- Use **trigger marketing tactics** to deliver relevant offers for birthdays and new movers.
- Use **search engine marketing** to reach audiences searching for specific keywords, like 'Discount store near me' or specific products, or convert them later with **display ad keyword retargeting**.



**Let's Discuss the Audiences That Drive Your Results.**

Get started today at [msparks.com/contact](http://msparks.com/contact)

# m **Actionable Results.**

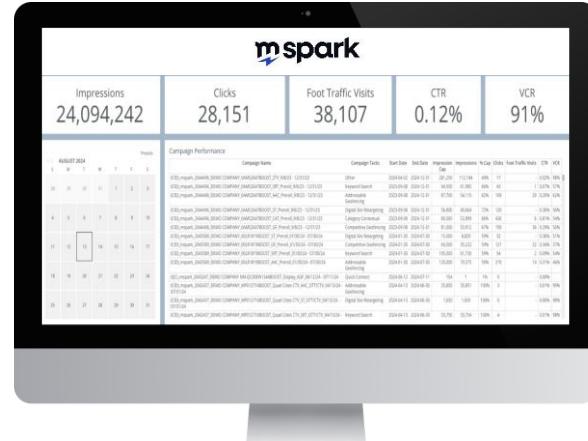


**Our campaign reporting brings your strategic story to life.**

**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**

# Turn Discounts Into Demand. Let's Get Started Today.

**mspark**

