



# Build Foot Traffic, Sales, and Loyalty with Integrated Campaigns.

HARDWARE STORES: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



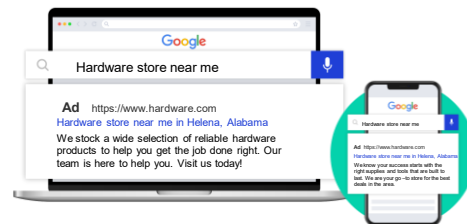
## Our Approach:

- 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 homeowners and other key audiences within the radius you're most likely to acquire new customers.
- **Shared mail inserts** can increase consideration and response with offers and promotions delivered to the communities that matter most.
- Use **paid social** to reach highly targeted audiences and increase your local following.
- Use **search engine marketing** to reach audiences searching for specific keywords, like 'Hardware store near me.'
- Convert new customers searching for specific products that your hardware store sells locally with **display ad keyword retargeting**.



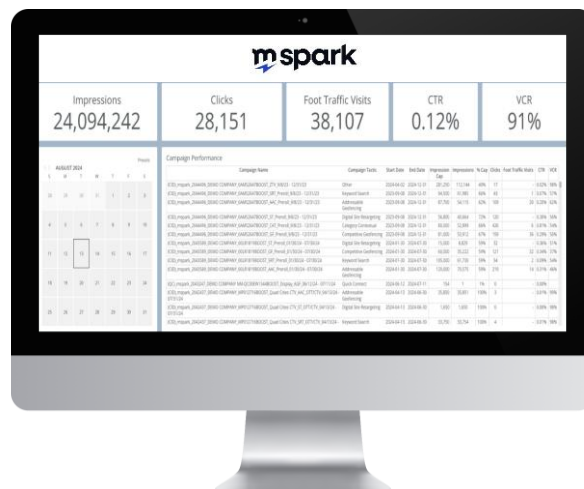
Let's Discuss the Audiences That Drive Your Results.

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

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- 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.



**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.

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

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

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

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

MSPARK.COM

# Ready to Measure Results? Let's Get Started Today.

