

With over 32 million households across 7,100 zip codes, rural markets offer higher response rates, greater loyalty, and less competition—making them prime growth opportunities.



You've Got Business Out Here.



Retail is Poised for Rural Growth

Rural consumers are deeply loyal and highly engaged with marketing, making these communities perfect for expanding your business. High-spending rural retail consumers are 41% more likely than the national average to purchase retail goods and 53% more likely than the rural baseline.¹ Rural consumers are also more likely to shop local than their urban counterparts.²



Our Approach:

Rural consumers respond to mail more often than other media. **46% of rural residents responded to ads/coupons in their mailbox in the last 12 months.**³ We combine direct mail with digital solutions and real-time tracking, so every dollar is accounted for. Our advanced analytics, like foot traffic and conversion rates, ensure your marketing efforts are optimized for success.



Proven Results:

Mspark guarantees results.* The asterisk, the fine print—what does the guarantee really mean? When Mspark's data-driven solutions are paired with our clients' first-party data, we can guarantee a response rate—simple as that.



Why Mspark?

- **Rural Market Expertise:** We know how to connect with rural communities.
- **Guaranteed Response Rate:** Measurable results—guaranteed.
- **Custom Solutions:** Tailored direct mail and digital marketing strategies.
- **Trusted Partner:** 35+ year track record helping businesses nationwide.

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

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