

Valpak® offers drive 70% more redemptions than average co-op.



Case Study: Bissel Woolite®

Woolite®

Marketing Objective

To evaluate Valpak direct mail redemption rates for CPG (consumer packaged goods) offers.

Mailing Strategy/Campaign

- 1 million households mailed 2 versions of a single-panel insert in 9 markets
- Households selected based on likelihood to use Woolite® rug cleaner brands most often, dog ownership and presence of children in home
- \$1 off any Woolite® cleaner purchase offer for both Valpak and competitor mailing

Results

- .17% redemption rate over 3-month life of Valpak offer
- 44% of redemptions (22% each) from Walmart and Kroger grocery stores, followed by Target, Meijer and Safeway
- 32% of redemptions at discount stores
- 44% of redemptions at grocery stores

Conclusion

The Valpak mailings performed well with redemptions keeping pace with FSIs. The 0.17% redemption rate was particularly competitive when compared to the average direct mail co-op redemption rate of 0.1%. Valpak redemption rates outperformed FSIs in the first 3 weeks of the campaign, showing that Valpak consumers are quick responders. In addition, the campaign was successful in driving traffic to discount and grocery stores, making Valpak a viable CPG option to move product quickly or launch new products.

70%↑

Valpak mailings generated a 70% increase in redemptions compared to the average.

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