

Valpak® drives foot traffic and sales.



Case Study: Athletic Footwear

Marketing Objective

To measure the impact of a strong offer in the Valpak envelope on foot traffic and in-store sales.

Mailing Strategy/Campaign

- 6 locations participated, 3 test (mailed) and 3 control (not mailed)
- Test and control stores were balanced based on sales and selling area
- Major interstates and highways utilized to prevent geographic overlap
- 300,000 households around test stores were mailed a \$10 off \$50 or more offer

Results

- Week 1 (base period): Test and control store revenue similar
- Week 2 (week Valpak mailed): 15% increase in sales for test stores vs. control stores
- Week 3 (week after mailing): 53% increase in sales for test stores vs. control stores
- Week 4 (week after offer expired): 27% increase in sales for test stores vs. control stores

Conclusion

During the 10-day promotional period, the client's test stores experienced a 36% increase in sales vs. control stores during the same period. The success of this campaign proves that a strong offer in the Valpak envelope can increase foot traffic and in-store sales.

36%↑

Valpak generated a 36% increase in sales for test stores vs. control stores.

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