

Valpak® increases retail and internet sales for Brookstone.



Case Study: Brookstone®

Brookstone®

Marketing Objective

To evaluate the performance of dollars-off vs. gift-with-purchase Valpak offers.

Mailing Strategy/Campaign

- 1 million households mailed in 5 markets
- Households selected based on 10-mile radius around test stores
- \$15 off \$80 or more offer mailed to half of households in each market
- Free Microbeam flashlight with \$80 or more offer mailed to other half of households

Results

- More than \$68,000 in incremental store and online sales
- Nearly \$12,000 in sales attributed to consumers who used the offers
- \$123 per sale generated by \$15-off offer, more than 1.6x greater than average sale over previous year
- Almost 6x more redemptions of dollars-off offer vs. free gift-with-purchase offer
- 15% higher average online sale in areas mailed vs. areas not mailed
- 70% overall estimated ROI

Conclusion

The test demonstrated that Valpak is highly effective with upscale consumers, who clearly favor dollars-off offers over gift-with-purchase. Valpak generated incremental sales beyond coupon redemptions with an audience of above-average spenders who responded enthusiastically to ad campaigns with strong offers.

\$12,000[↑]

Nearly \$12,000 in sales were attributed to consumers who used Valpak offers.

To advertise with Valpak,
contact your Valpak rep

valpak.com/advertise

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