

Valpak® generates 3x higher average ticket.



Case Study: National Grocer

Marketing Objective

To measure the effectiveness of Valpak in generating coupon redemptions, higher average ticket and sales lift.

Mailing Strategy/Campaign

- 460,000 households mailed twice within 2 markets
- 200,000 households in Portland, OR mailed \$10 off \$50 or more offer
- 30,000 households in Spokane, WA mailed \$5 off \$30 or more offer
- Test and control stores were geographically distant from one another but had similar sales trends and demographic/consumer behaviors

Results

- 2.4% redemption rate for Valpak campaign
- Nearly 3x higher average ticket with Valpak offer vs. non-Valpak ticket
- 10% increase in sales with Valpak offer vs. control group

Conclusion

The test results confirm that the Valpak audience is highly responsive to offers in the grocery store category. With a large number of redemptions at a greater average ticket, the campaign reached the right audience and increased sales.

10% ↑

The Valpak offer resulted in a 10% increase in sales vs. the control group.

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valpak.com/advertise

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