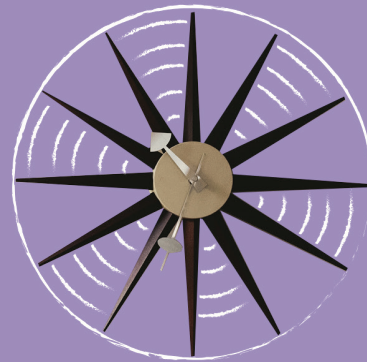


Valpak® offers increase consumer spending and drive traffic.



Case Study: Pier 1 Imports®

Pier 1
imports®

Marketing Objective

To determine if Valpak direct mail would increase sales, generate traffic, and increase consumer spending.

Mailing Strategy/Campaign

- 500,000 households mailed in 3 test markets
- Households selected based on 10-mile radius around test stores
- Offer: 20% off purchase

Results

- Nearly 56% higher average spend vs. before Valpak mailing
- 17% increase in average test store sales vs. control stores
- Nearly 11% increase in average test store transaction volume vs. control stores
- \$120,000 in sales generated from 1,440 consumers using the Valpak offer

Conclusion

Strong consumer spending proved that the Valpak audience is responsive to home furnishing and decor offers. With a 56% higher average spend and \$120,000 in sales generated, Valpak direct mail was successful for Pier 1 Imports.

17%
↑

Valpak mailings resulted in a 17% increase in average test store sales vs. control stores.

To advertise with Valpak,
contact your Valpak rep

valpak.com/advertise

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