

Valpak® delivers results.



Case Study: Pizza Hut®



Marketing Objective

To drive customers to Pizza Hut locations and assess redemption rates by offer, number of redemptions and weekly sales.

Mailing Strategy/Campaign

- 560,000 flyers mailed in the Valpak envelope
- 6 custom Pizza Hut offers on every flyer
- 35-day expiration date for each offer

Results

- 61% return on investment
- 43% of redemptions from "One Large Pizza Any Way You Want It" offer
- Top 2 offers produced more than 75% of total redemptions

Conclusion

Strong consumer spending proved that the targeted Valpak audience is responsive and motivated. Multiple offers was an effective marketing strategy with the top 2 offers producing more than 75% of total redemptions. Valpak coupons also had a long shelf life, with consumers saving and using their coupons throughout the campaign period. The strong ROI resulting from the Pizza Hut campaign is indicative of a well-priced and cost-effective marketing plan.

61% ↑

Valpak mailings resulted in a 61% return on investment.

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