

Valpak® selective targeting yields 56% return on investment



Case Study: Louisville Zoo

theZOO
LOUISVILLE

Marketing Objective

To measure Valpak selective targeting effectiveness in driving traffic and sales to The Louisville Zoo.

Mailing Strategy/Campaign

- 140,000 households mailed in Louisville, KY using Valpak selective targeting methodology
- Household selection based on distance to The Louisville Zoo
- Offers were unique for members vs. non-members
 - Members: Free weekday guest admission
 - Non-members: \$5 off membership, plus free plush toy

Results

- 56% return on investment

Conclusion

- The program's results confirmed that Valpak is a great fit for the entertainment category, driving traffic and membership redemptions

56%↑

Valpak selective targeting drove sales and led to a 56% return on investment.

and a positive return on investment. The effectiveness of the Valpak selective targeting campaign (members and non-members) demonstrated that a high-quality brand message and a compelling consumer offer can positively affect response and sales.

- With the ability to segment the Valpak envelope by zoo membership status, The Louisville Zoo was able to mail a promotion to attract new members without putting those discounts in the hands of its current members who may have paid full price. In addition is the unquantifiable benefit of current zoo members receiving a special "thank you" message/offer for their continued support.

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