

Valpak® smart envelope yields 41% return on investment



Case Study: BJ's Wholesale Club



Marketing Objective

To measure Valpak's effectiveness at driving membership, optical redemptions and revenue to BJ's locations using a selective targeting mailing strategy.

Mailing Strategy/Campaign

- 600,000 households mailed in 2 markets using selective targeting methodology with a 2-time frequency (300,000 per month)
- Household selection based on proximity to BJ's locations and members per mailing zone; among households mailed, 31% were members and 69% were non-members
- Offers were:
 - Members: 50% off a pair of eye glasses plus an extra \$15 off
 - Non-members: Free 90-day membership or a \$40 15-month membership with a \$50 restaurant.com gift card and a coupon book with \$2,000 in savings

Results

41% return on investment

Conclusion

The program's results confirmed that a Valpak selective targeting program can drive consumer response for a membership-based retailer. The campaign yielded a positive ROI and demonstrated that a high-quality brand message with compelling offers can influence performance.

With the ability to segment inside a Valpak envelope by membership status, BJ's Wholesale Club mailed an enrollment promotion to attract new members without revealing discounts to current members who may have paid full price. Simultaneously, current members received a unique offer for an in-store service whereas in a standard, non-selective targeting Valpak mailing (entire zone receives same promotion), these households would not have been able to receive or redeem a unique offer based on their present memberships.

BJ's OPTICAL
50% off Eyeglasses
complete pair
PLUS AN EXTRA \$15 OFF

Available in-Club or online at BJsoptical.com

FREE Shipping

BRING IN YOUR Rx

VISIT BJ'S OPTICAL INSIDE THE FOLLOWING BJ'S CLUBS:

Location	Location

You know a great deal when you see one.

Join Today

FREE 90-Day Membership OR **Become a Member for just \$40**

AMAZING PRICES
Wide variety of top brand products

LOCAL AND FRESH
• Delicious BJ's brands
• Delicious organics
• Fresh local produce

SAVINGS GUARANTEED
All manufacturer's coupons accepted

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