

Valpak® double exposure generates 202% estimated ROI.



Case Study: South Salem Pet Supply



Marketing Objective

To measure whether double exposure in the Valpak envelope affects redemption rates, sales and ROI.

Mailing Strategy/Campaign

- 40,000 households mailed over 2 months (20,000 households per mailing)
- Half of households mailed in each mailing received a 2-panel insert
- Other half of households mailed received 2 single inserts
- Formats within each group reversed for second mailing
- Offers consistent across formats but varied by mailing

Results

- 37% more redemptions from single inserts vs. 2-panel inserts
- 18% more in sales from single inserts vs. 2-panel inserts
- 57% of redemptions from single inserts
- 54% of sales from single inserts
- 202% overall estimated return on investment for mailings

202%_↑

Valpak mailings resulted in a 202% overall estimated return on investment.

Conclusion

Double exposure in the Valpak envelope successfully generated increased redemptions and sales dollars for South Salem Pet Supply. The success that came from redesigning the 2-panel insert into 2 single inserts proves that ad format and messaging can result in greater response and increased sales when advertising with Valpak.



To advertise with Valpak,
contact your Valpak rep

valpak.com/advertise

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