

Valpak® double exposure generates 33% more phone calls.



Case Study: TruGreen®

TRUGREEN

Marketing Objective

To measure whether double exposure in the Valpak envelope would affect consumer response.

Mailing Strategy/Campaign

- Original 2-panel ad split into 2 single inserts (lawn treatment, tree and shrub treatment)
- Mailed to 1 million households within 5 markets
- Households selected based on serviceable ZIP codes and routinely used demographics
- Half of households in each market received envelope with 2-panel insert
- Other half of households received envelope with 2 single inserts

Results

- 33% more phone calls from single inserts vs. 2-panel inserts
- 25% lower cost per lead from single inserts vs. 2-panel inserts

Conclusion

The test results show that double exposure in the Valpak envelope successfully increased response rate and lowered cost per lead for TruGreen. The success that came from redesigning the control insert into two independent inserts proves ad format and messaging can positively impact response and sales.

33%↑

Valpak single inserts resulted in 33% more phone calls vs. 2-panel inserts.



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valpak.com/advertise

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