

Valpak® springs into action for a lift in sales.



Case Study: Children's Clothing Retailer

Marketing Objective

To measure the effectiveness of Valpak direct mail in generating redemptions, return on investment and increased sales.

Mailing Strategy/Campaign

- Matched-store panel test in 2 markets
- Test and control stores were geographically distant from each other but had similar net sales and demographic profiles
- 500,000 households mailed a flyer within a 5-mile radius of test store
- 15% off any purchase offer with 7-week expiration date

Results

- Positive overall return on investment, as reported by client
- 1.1% increase in sales for test stores vs. control stores
- 13% of redemptions from new customers
- 15% of redemptions from lapsed customers who had not shopped at a store in at least 12 months

Conclusion

"The Valpak test mailing delivered a motivated and responsive audience that resulted in increased sales and store traffic. The market-specific demographic information Valpak provided enabled us to successfully target families with young children. Valpak is a complete turnkey program that encompasses the power of direct mail with its extensive reach."

– Clothing Retailer
Vice President of Marketing

13%

A large purple '13%' is displayed, with a small purple upward-pointing arrow icon positioned below the '3'.

New customers made up 13% of redemptions from the Valpak direct mail campaign.

**To advertise with Valpak,
contact your Valpak rep**

valpak.com/advertise

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