

Tires Plus sees increase in response and sales.



Case Study: Tires Plus®



Marketing Objective

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

Mailing Strategy/Campaign

- Original 2-panel ad split into 2 single-panel inserts (automotive service, tires)
- Mailed to 600,000 households each month for 3 months in the Tampa Bay market
- Households selected based on year-to-date customer count, sales data and visits
- Half of households in each market received envelope with 2-panel insert
- Other half of households in each market received envelope with 2 single-panel inserts

Results

Households mailed 2 single-panel inserts, vs. households mailed a 2-panel insert, generated:

- 19% more customer visits
- 18% more new customers
- 12% more automotive service sales
- 14% more tire sales

Conclusion

Valpak multiple impressions successfully increased new customer visits, response rates and sales for Tires Plus. The success that came from redesigning the control insert into 2 independent inserts proves 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

Valpak is a registered trademark of Valpak Direct Marketing Systems, Inc., its subsidiaries and affiliates. Copyright ©2017 Valpak Direct Marketing Systems, Inc. All Rights Reserved. 17-3534-0093 - Rev 8/2017

