

Valpak® delivers 5:1 gross return on investment.



Case Study: Bottle King



Marketing Objective

To measure the effectiveness of a Valpak mailing in driving traffic and sales to Bottle King locations.

Mailing Strategy/Campaign

- Mailed a total of 880,000 single-panel inserts in New Jersey, split equally over 2 consecutive months
- Mailed to households in proximity to Bottle King retail locations
- Offers included:
 - \$1 off bottle of Vineyard Direct Wines
 - \$15 off \$100 purchase of Vineyard Direct Wines

Results

The Valpak mailing generated a 5:1 gross return on investment. For every \$1 spent on Valpak, more than \$5 in gross sales were generated.

Conclusion

The results of the program confirmed that the Valpak audience drove traffic and produced a positive return on investment. The effectiveness of this campaign proves a mix of well-timed and compelling offers can positively affect response and sales.

\$5 ↑

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