



Media Vehicle: Online  
Promotion Link  
Specialty Retail

# Online Promotion Link - the foundation for a specialty retailer's one-to-one promotions

## Challenge

Capture the loyalty and brand awareness of a key customer segment by creating a one-to-one communication of offers and the brand's key product offerings.

## Solution

Create a landing page to collect e-mail addresses and ask questions to segment customers for future promotions. Required questions helped the retailer understand purchase patterns and behaviors.

- A special offer was used as an incentive to encourage sign-up and drive traffic to the landing page hosted by Valassis.
- The URL for the promotion link was first advertised on the newspaper preprint and later promoted through direct mail to in-house database addresses.

## Results

Over the 3 month period since launch:

- 42% of the landing page visitors registered their e-mail addresses and answered brief questions regarding their purchases.
- 74% of those who registered opted-in to receive future emails.
- Over half (56%) of those who registered during the initial launch redeemed the special offer associated with the sign-up.

By hosting the landing page, Valassis is able to track e-mail opt-in growth over time and determine what types of promotions drive incremental sign ups.

## Insights/Facts

- Using off-line media to drive customers online offers them the flexibility of choosing how they prefer to receive your communication, and broadens your reach across many demographics by using a variety of media.
- Online Promotion Links are an efficient and effective method of reaching key online customers and driving incremental traffic to websites.
- Motivate and reward consumers by attaching a sweepstakes or special discount to drive incremental traffic.
- Articulate the benefits of receiving emails – exclusive privileges are a great motivator for a loyal customer.

## Takeaway

Online Promotion Link offers the ability to personalize communication with your key customers, build a valuable database for future promotions and generate loyalty through relevant offers and rewards.