

Leading Telecom Provider Drives Awareness of Home Security Offering

Goal

Drive awareness of a leading telecom provider's home security service offering.

Results

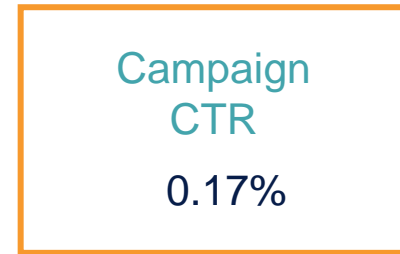
Our proprietary targeting methodology and integrated media delivery drove brand awareness.

How We Did It

Valass Digital used our proprietary Valassis Apio™ methodology that provides enhanced targeting to identify and reach consumers with relevant messaging across print and digital media.

Valassis Apio used traditional offline targeting tactics to determine high-indexing neighborhoods within areas serviceable by the home security provider.

We delivered a printed Variable Data Postcard (VDP) and Shared Mail insert to the targeted neighborhoods and used device homing capabilities to deliver display and video ads to the same consumers both at home and away.



Surpassed the industry benchmark of 0.06%.



Surpassed the client-provided benchmark of 75%.