

Maximizing Omni-Channel Success

Integrated Print + Digital Targeting Out Performs Layered Media

Objective & Program Overview:

1) Drive national awareness of major QSR product launch. 2) Valassis recommended an integrated targeted media program that delivered a comprehensive strategy vs. tactical media silos. 3) QSR brand realized significant incremental gains in sales, traffic, frequency of visit and ROI.

Topline Summary:

- **10x** ROI
- **3.7** Percentage Point Lift in Sales (pre vs. post YOY)
- **4.7** Percentage Point Lift in Traffic (pre vs. post YOY)

Print (Targeting: Geography Driven)

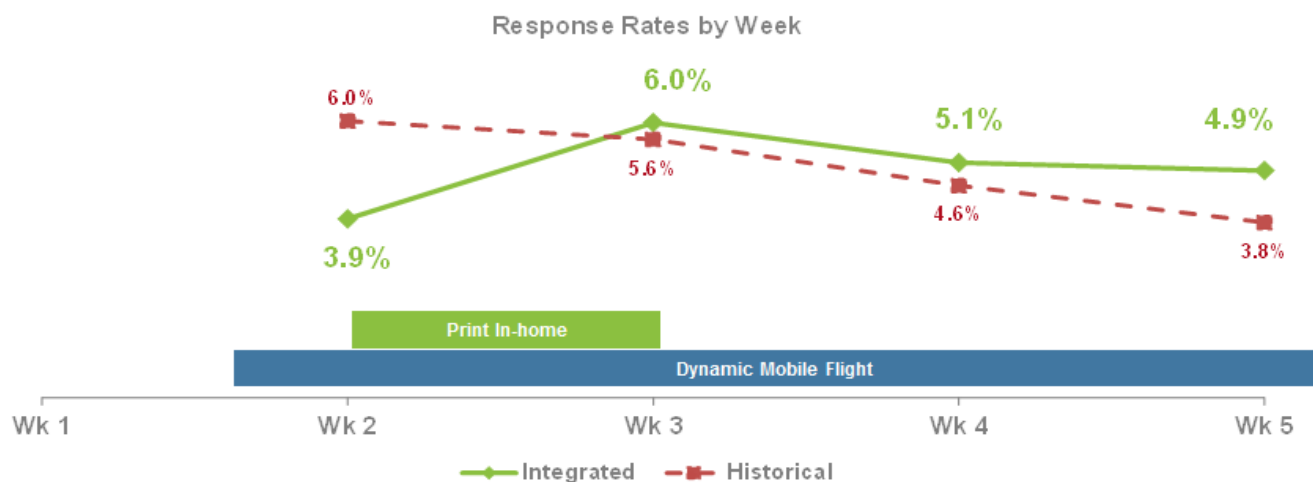
- **20%** Program Response Rate

Digital (Targeting: Audience Driven Dynamic Mobile)

- **0.38%** CTR (QSR benchmark: 0.34%)
- **8.83%** Engagement Rate (QSR benchmark: 1.62%-2.47%)
- **61%** Foot Traffic Lift (new and lapsed customers)
- **29%** Visit Frequency (strong repeat visits)

Integrated Performance:

Digital presence helped maintain strong promotion above historical brand performance



Print Performance:

Return of \$10 for every dollar of advertising

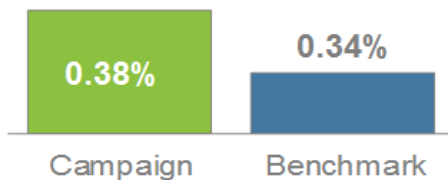
20% **PROGRAM RESPONSE RATE**
(Offers Returned ÷ Total HH Distribution)

10x **ROI**
ROI = Redeemer Sales – [Food & Paper + Program Costs] ÷ Program Costs

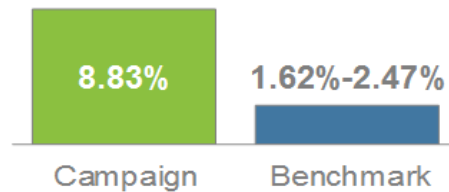
Digital KPI Recap:

Outperformed QSR benchmarks

CTR Comparison



Engagement Comparison



Digital Performance:

61% **FOOT TRAFFIC LIFT ***
(New devices that were driven to location)

- Significant increase in New and Lapsed customers
- Critical to recapturing market share

29% **VISIT FREQUENCY LIFT**
(Increase in how often the device visits location)

- Strong growth in repeat visits
- Contributes to enhanced profitability

Conclusion: Omni-Channel Outperforms Layered Media

1. Stronger Campaign Results are delivered when Print and Digital are planned and executed as an integrated media strategy vs. tactical media silos
2. A Comprehensive Omni-Channel Strategy allows for:
 - Real Time Optimization (Dynamic Mobile)
 - Integrated Targeting (Geographic, Behavioral and Audience Driven)