



# Success Story: Driving sales at Leading Discount Store

Valassis' integrated print + digital media effectively drove sales at Leading Discount Store.

## Dollar Sales Lift

# \$78,191

Incremental \$ sales generated as a result of integrated circular + digital campaign.

## ROI

# \$12.48

Integrated print circular + digital campaign drove a **1.57** net point dollar sales lift with a strong ROI.

### OBJECTIVE:

Drive consumers to purchase featured brands at Leading Discount Store.

### SOLUTION:

Valassis Digital utilized a multi-dimensional targeting approach to overlay digital display ads around the Discount Store's printed circular.

Within the Discount Store circular footprint, custom ATZ, contextual, keyword, audience, and location based targeting tactics were used to reach the desired audience via standard desktop, tablet, and mobile display ads.

Store Level Sales Data was used to measure sales lift at the retailer.

### RESULTS:

The integrated print circular + digital campaign successfully drove sales at Discount Stores and outperformed the print only stores.