

CASE STUDY



Regional organic grocer looks to build basket size

Drove overall store and key fresh department sales

Recent client program results:

**+2.5% increase
in total store
sales**

**+13.5% increase
in fresh
department sales**



2.6%

Coupon Redemption Rate



\$62.23

Average basket size net discount

Redeemers spent 24% more than required



Reached nearly 1.5 MM high potential consumers with targeted dynamic postcards.

About Client

Regional organic grocery chain

Client Situation

Client considers themselves non-promotional and does not run a weekly print ad. New leadership wanted to explore opportunities to better reach and engage potential and existing customers.

Strategy

- Utilized the Valassis Consumer Graph™ to develop a plan to efficiently target affluent, health conscious, high-end grocery and organic shoppers
- Executed a Dynamic Postcard, leveraging its strong penetration around their stores and the ability to effectively target shoppers
 - Prepared food creative focused on key fresh category to boost sales in that department
 - \$10 off a \$50 purchase coupon to incent trips while driving a larger basket