

CASE STUDY

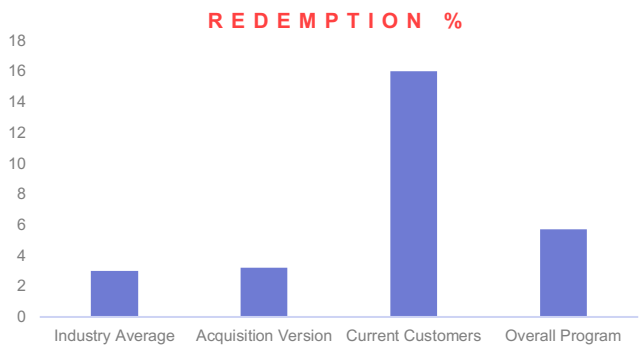


drives traffic

“We have been collecting our customer data over the past few years, but not until utilizing the capabilities of Valassis were we aware of what that data was actually capable of providing. Valassis not only validated what we had hoped for, they were able to take us to a whole new level of marketing. We are excited to be working with them again in the near future!”

Scott Jerousek & Laurie Hammersmith,
Farm & Home Hardware – Wellington, OH

VALASSIS.COM
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5.7%

Overall program redemption
which is significantly higher than industry averages which are closer to 3-4%

Program generated an astounding



440% ROI



46%

of redemptions came from **new customers!**

About Client

Farm & Home Hardware Store

Client Situation

Drive traffic by increasing loyal customer activity and acquire new members

Strategy

- Identified existing customers versus prospects by utilizing customer loyalty data. Based on this data, mailed 80% distribution to new customers and remaining 20% to existing members
- Personalized the Variable Image Postcard (VDP) by household using First or Last names. Delivered different creative and offers to members and non-members; \$10 off to members and \$15 off coupon to non-members
- 2 mailings occurred in early spring with a total of 6 different versions

INSPIRING CONSUMERS TO ACTION

