

CASE STUDY



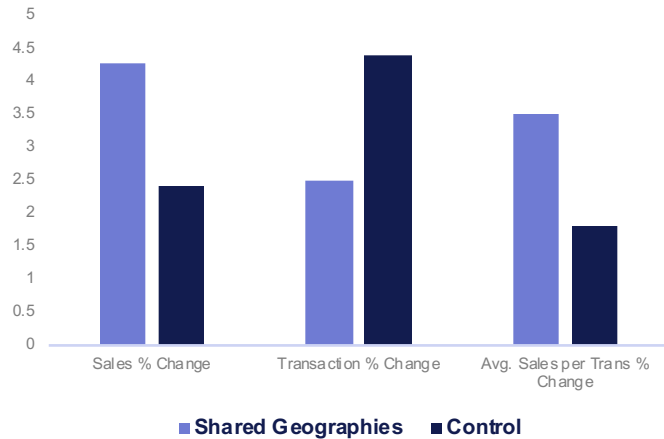
Specialty Retailer drives sales during key holiday timeframe



12.7
percentage
points

Lift for Test Store geographies

PRE/POST TEST VS CONTROL TRENDS



About Client

Regional Specialty Retailer (wine & beer)

Client Situation

- Better understand the demographics and geography of customers that buy from their store locations
- Drive sales during key holiday timeframe

Strategy

- Leveraged customer database information in creating a test based on store size and location performance focused on the incremental impact of a Thanksgiving holiday timed promotion
- Shared Mail Mega Sheet Insert featured holiday sales and a dollars off coupon

