

Valassis Success STORY



Media Vehicle: Direct Mail
R&S - Casual Dining

Direct Mail Piece is the Apple of Client's Eye, with a Coupon Redemption Rate of Over 12%

Challenge

To increase traffic and create awareness of three restaurant locations

Solution

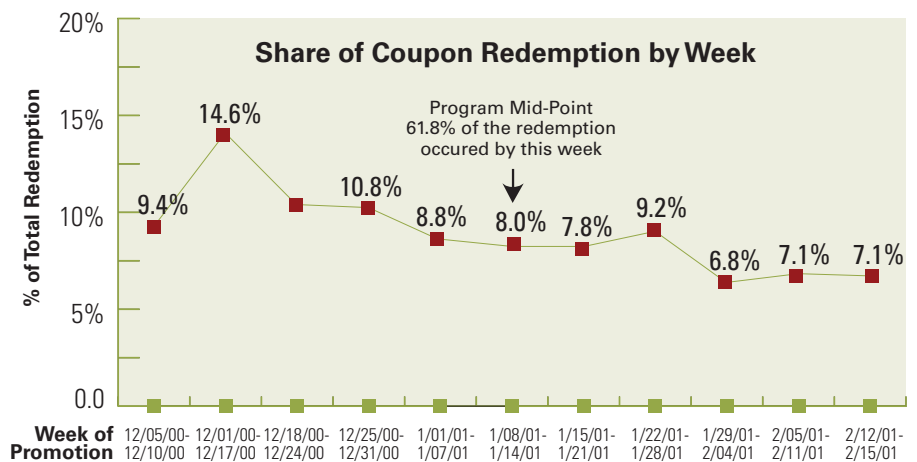
Valassis distributed a direct mail piece containing a valuable coupon to prospective customers' homes, around three specific locations.

- Targeted households within the trade area of each location, using a resident-occupant list.
- A resident-occupant list provides saturation-level coverage and allows retailers to reach all consumers in a specific trade area.

Results

The direct mail program was incredibly successful in driving traffic to all three locations. The redeemed coupons were scanned and data was sent to Valassis to analyze to capture the program's performance.

- Overall Redemption Rate
 - » Redeemed an average of 12.94%
- Overall Redemption Rate by Location
 - Highest redemption rate was over 14.5%
- Return on Investment Analysis
 - Positive payback, with an ROI of \$2.94 for every \$1 spent
- Redemption Flow by Week
 - Redemption remained relatively strong throughout the entire promotion, with it's peak during the second week of the promotion.



Takeaway

By sending a direct mail piece to prospective customers within a 50-mile radius of three locations, the client was able to successfully generate traffic. The program produced a high coupon redemption rate, which increased sales for the client. Coding each coupon helped the client analyze the program results in many ways.