

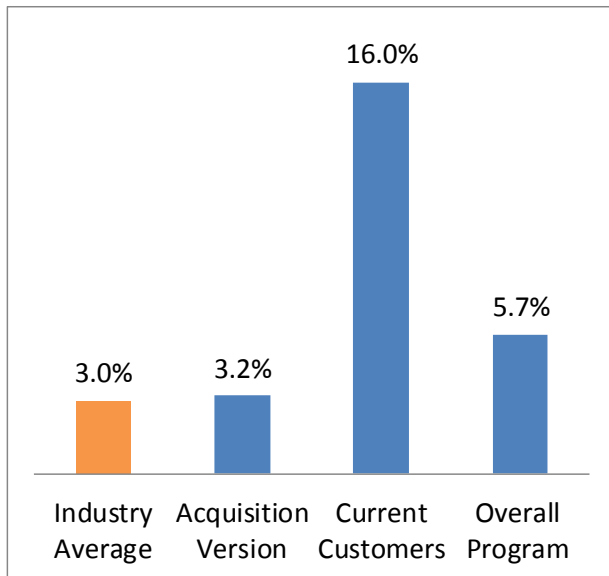
Success Story – Drive Traffic



“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

Redemption %



Category: Home Improvement

About Client

- Farm & Home Hardware Store

Client's Objective

- Drive traffic by increasing loyal customer activity and acquire new members

Strategy Collaboration

- 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

Results

- Program generated an astounding **440% ROI**
- **Overall program redemption was at 5.7%** which is significantly higher than industry averages which are closer to 3-4%
- Proved their rewards members are very loyal and promotion sensitive
- Succeeded in new customer acquisition as 46% of redemptions came from new customers!