

Solution Story – Drive Traffic

“Our success is attributed 100% to the Valassis Shared Mail program.

-- Retail Furniture Dealer



+20%
SALES

Category: HF01; Home Furnishings & Accessories

About Client

- National furniture retail dealer

Client's Objective

- Client was facing declining newspaper circulation and fragmented broadcast audiences
- Needed a solution to positively impact store traffic and sales

Strategy Collaboration

- Performed database analysis of retail trade area using historical transactional data to identify primary and secondary neighborhoods based on sales penetration and customer look-alikes
- Designed dual-media campaign strategy which concentrated ad spend on highest performing neighborhoods and existing customers
- Shared Mail Wrap ad was chosen for its broad reach capabilities followed up by Targeted Insert monthly

Results

- Immediate increase in sales, jumping more than 20% vs. prior year
- Frequency was key to campaign's success; 2x monthly schedule drove awareness to a broad audience while reaching high opportunity neighborhoods with targeting inserts