

Solution Story – Acquire New Customers

If it wasn't for Valassis Apio's enhanced targeting, which uncovered neighborhoods that would have been overlooked if based only on client's sales data, this surge in new customers wouldn't have been possible. Plus, these new-found customers may provide significant, lifetime value!



lift in new customers
year over year

About Client

- Major tire and auto service retailer
- New marketing team was reevaluating all print efforts and conducted a test among providers

Objective

- Acquire and grow customer base; Drive traffic

Strategy

- Given a set budget, we sought to allocate dollars wisely based on reaching those most likely to respond to a tire deal. Analyzing the client's sales data revealed high opportunity sub-ZIP Codes (our proprietary ATZs) around each store. But to find new customers in underperforming markets, we incorporated Valassis Apio online data for people who research tires. Entirely new ATZs stood out.
- To reach the targeted households, delivered printed inserts via our RedPlum® mailer.

Results

- The 25 Valassis Apio' targeted stores realized a **23% increase in new customers on average.**
- Understanding that new customers are the lifeblood of business, the client was thrilled and awarded Valassis additional events to promote, nationwide.