

CASE STUDY



# Major tire and auto service retailer acquires new customers with unique approach

If it wasn't for Valassis' 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!



23%

Increase in new customers on average, year over year.

Understanding that new customers are the lifeblood of business, the client was thrilled and awarded Valassis additional events to promote, nationwide.

## About Client

25 stores involved in this program for a major tire and auto service retailer

## Client Situation

New marketing team was reevaluating all print efforts and conducted a test among providers

## Strategy

- Given a set budget, Valassis 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 around each store. But to find new customers in underperforming markets, we incorporated online data for people who research tires. Entirely new neighborhoods stood out.
- To reach the targeted households, delivered printed inserts via our mailer.