

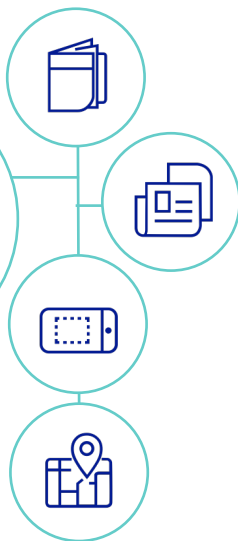
CASE STUDY



Leading Discount Retailer Enhances the Circular with Digital Advertising

Driving sales and trips to Store with an Integrated Media Strategy

\$12.48
ROI



\$78,191

Incremental \$ sales generated



1.57

Net point dollar sales lift



The integrated print circular + digital campaign successfully drove sales at Discount Stores and outperformed the print only stores.

About Client

Leading Discount Retailer looking to reach shoppers digitally and in print with weekly promotions

Client Situation

Drive consumers to purchase featured brands

Strategy

- Valassis Digital utilized a multi-dimensional targeting approach to overlay digital display ads supporting the Discount Store's printed circular.
- Within the Discount Store circular footprint:
 - Custom ATZ, contextual, keyword, audience, and location based targeting tactics were used
 - Targeted to reach the desired audience via standard desktop, tablet, and mobile display ads.
- Store Level Sales Data was used to measure sales lift at the retailer.

INSPIRING CONSUMERS TO ACTION

