



STORE VISITS

IN-MARKET SIGNALS

PURCHASES

DEEPLY PERSONALIZED, EFFECTIVE MARKETING



Why make your shoppers or yourself seem superficial? Instant turnoff. Instead, use multi-dimensional data to enhance relevancy and response, following these tips:

INTEREST OVER TIME

COUPON REDEMPTION

DEMOGRAPHICS

DO'S + DON'TS

✓ BE HOLISTIC

- » Personalize based on a person's online and offline activity; integrate six types of data – demographic, purchases, store visits, interest over time, coupon redemption, in-market signals.



✗ BE BASIC

- » Base on demographic profiles; Jo versus Joe is not a victory.

✓ FILTER OUT BAD LOCATION DATA

- » Remove, for example, centroids, automated, abnormal and broad signals.



✗ RISK FALSE DATA

✓ MAP DATA TO THE REAL WORLD

- » Look at relationships between where she is, lives, shops, dines, etc.



✗ JUST STARE AT GPS COORDINATES

✓ EXTRAPOLATE MEANING

- » What is valuable for the shopper? (Do they want good information, better deals, early looks, etc.?)
- » How do they want to engage? (Receive ads via mobile, mail, etc.?)
- » What are they actually in the market for?



✗ COLLECT DATA FOR DATA'S SAKE

✓ DELIVER ON THE INSIGHTS

- » If you know she wants coupons delivered on her mobile device for healthy snacks, do that.



✗ ANNOY TARGETED SHOPPERS

- » Don't send her something else that's not even close.

✓ BE CONSISTENT ACROSS ALL CHANNELS

- » Treat people like individuals as much as possible – when sending print and digital advertising.



✗ JUST PERSONALIZE WEBSITE

✓ TAKE A DYNAMIC, REFRESHED VIEW

- » Life goes on and people buy new phones, have babies, move, change hobbies, etc., so you need a database that can flex and be updated.



✗ RELY ON A STATIC SNAPSHOT

✓ LEAN ON A FULLY CAPABLE PARTNER

- » Valassis can help you with our unique Consumer Graph, which connects all the above data to deliver personalized advertising across print and digital media channels. Ultimately, inspiring more of your consumers to take action.



✗ FRUSTRATE YOURSELF

DO

CONTACT US.
Don't wait.

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