

\$141,000 IN SALES
\$8,629 AVG. JOB
 12:1 RETURN ON AD SPEND



FIVE STAR PAINTING®
 CASE STUDY



MARKETING OBJECTIVE

To measure the effectiveness of Valpak® in increasing sales, average ticket and return on ad spend (ROAS).

PROGRAM STRATEGY

- Distribution: Mailed 210,000 homes 3 times across 4 Five Star Painting markets (Jeffersonville, LaGrange, Omaha and Sarasota)
- Targeting: Five Star Painting supplied a list of serviceable areas to match back to Valpak zones and target the ZIP codes most likely to generate response
- Products: Blue Envelope inserts with QR codes and call tracking, valpak.com® business profile pages
- Offers: \$100 off interior projects \$1,000 or more; \$200 off exterior projects \$2,000 or more; Free color consultation

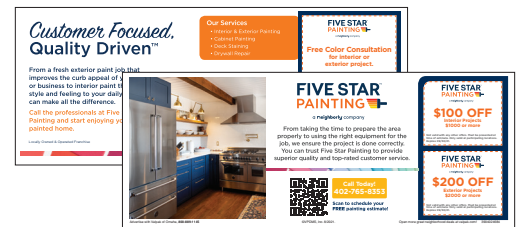
RESULTS

- Valpak generated **27 jobs and \$141,000 in sales** over the 3 mailings
- For every dollar invested, Five Star Painting received **\$12 in return**
- Valpak leads **closed 25% faster** than average (18 vs. 28 days)
- Valpak leads had a **64% higher average conversion rate** than leads overall (55% vs. 33%)
- **25% of all sales** during the campaign period were directly attributed to Valpak
- Customers drawn from Valpak spent an average of **\$8,629**, 108% higher than the average sale

CONCLUSION

The results of the program confirmed that the Valpak audience drove sales, produced a higher average ticket and resulted in a positive ROAS for Five Star Painting.

valpak.com/advertise



*"Valpak has been very effective advertising for my business. Every month, I receive **quality leads that convert to sales**. I receive a positive ROI from Valpak and recommend them to other business owners."*

– Logan Rickenbach
 Five Star Painting of Sarasota

TO ADVERTISE WITH VALPAK,
 CONTACT YOUR LOCAL VALPAK REP

