

CASE STUDY

Increasing Targeting and Frequency of Print Inserts Amplifies Telecom Brand and Drives Store Traffic

**SUPERIOR RESULTS
OVER ONE MONTH**

9.4K
STORE VISITS

+21.6%
TRAFFIC LIFT

+1.9K
INCREMENTAL VISITS

CHALLENGE

A national telecom retailer committed to offering exceptional voice, video and data services to its customers wanted to increase brand awareness and drive more traffic to its store locations in a key geographic region of the U.S. over one month.

SOLUTION


The telecom retailer chose Vericast for our industry-first approach to precisely target households in its focus region using powerful Consumer Graph™ intelligence; our ability to localize messages, drive performance, and optimize and measure response with our fully managed Insert Solution; and provide key campaign insight for actionable intelligence to engage consumers and maximize results.

Vericast marketing experts recommended dropping inserts more frequently – increasing from one drop to two drops per quarter – to amplify the telecom’s brand and achieve optimal performance.

RESULTS

Vericast's combination of targeting, engagement and insight produced superior results for the telecom in its window month.

Vericast identified the telecom's best audience using precise targeting variables for the region, resulting in 1.4MM high-potential households for one drop. Powerful media engagement drove a 26 percent increase in traffic uplift and nearly 2,000 incremental visitors. Our turnkey premium shared mail insert encouraged more than 9,000 total store visitors.



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Key campaign insight showed that more than 80 percent of visitors traveled 10 miles or less from their household to a retail location. A high percentage of consumers who visited the retailer during the one-month measurement period also visited a competitor's location.

Many variables impact campaign success. The information is contained within this case study is provided for demonstrative purposes only. Vericast does not guarantee or warrant a particular level of success with a campaign.

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As your marketing amplification partner, Vericast combines the power of data, media, technology and people to deliver a return on intelligence and take your marketing to new heights. Contact us at info@vericast.com